

CASE STUDY | Citizen CL-S621 provides quick, professional printing for Trading Enterprises



Trading Enterprises, an Al-Futtaim group company, is a leading automotive distributor in the United Arab Emirates, operating a large network of showrooms and service centres across the country.

The company has an ongoing programme to develop a world-class customer experience that goes beyond its excellent facilities. This process includes continuous review and improvement of all its business functions. One area, however, that had been problematic was the production of 'next service due' reminder stickers for customers, which had traditionally been written by hand. Recognising the need to update this system, Trading Enterprises chose Citizen Systems' CL-S621 for its fast, accurate and reliable label printing.

The Citizen CL-S621 printer solutions were supplied by Dubai-based Labels and Labeling Co. LLC. The company understood that Trading Enterprises needed a label printing solution that could deliver durability and long lasting text with a professional finish, as Technical Manager, Asif Azzuddin, explained: "The problem with completing the labels by hand was that they were written by many different mechanics and were sometimes hard to read or understand. The information on the labels was also easily smudged or wiped off making them completely illegible to the customer and leaving them with no idea of when their next service was due. Not only could this result in a loss of business for Trading Enterprises, but also it could potentially lead to car problems for the customers."



Labels and Labeling also knew the solution had to be viable without the use of a PC in the service area, as well as being able to withstand the demands of operating in a fast paced vehicle workshop. The printer needed to be reliable, quick and simple to use with no malfunctions, while coping

with a challenging and often harsh environment. As a result, Citizen's compact and robust CL-S621 was selected to provide high performance and professional printing even with heavy use.

This model has been designed to offer high-resolution print outputs, with the option of both direct thermal and thermal transfer modes. It features the innovative Active Ribbon Control and Positioning System to guarantee clear prints every time at speeds of up to 100mm per second to cope with a high turnover of customers at busy times.



The Citizen CL-S621 printer has proved to be the ideal technology for the fast and efficient printing of the 'next service due' labels in the service centres, Trading Enterprises staff are finding the system simple to use and they can now produce labels that are long lasting and look extremely professional. Ultimately, it is helping the firm to better serve their customers and deliver on their promise of a first class experience."

Asif Azzuddin
Technical Manager

Equally, it has an integrated power supply to keep the service area workstation tidy and incorporates Citizen's Hi-Lift mechanism so the lid can be opened to change media quickly and without requiring additional space around the machine. Ultimately, the CL-S621 provides exceptional reliability and a long service life in almost all conditions, and as it is front exiting there is no risk of damage from moisture or contamination.

Since implementing the CL-S621 with a programmable keyboard, Trading Enterprises has been able to quickly and easily print consistently clear, wash-proof branded labels to provide their customers with accurate and specific details of when their next service is due by either mileage or date, as well as giving them the telephone numbers for the recovery service or service booking line. The labels are stuck onto the inside of the car doorframes to not only offer drivers easy access to vital information, but also boost the professional appearance of the business.

Shrikant Gupta of Trading Enterprises, said: "We are very satisfied with the solution provided by Labels & Labeling Co. We have tried the products of many other brands but it was Citizen's that have proved to be most reliable solution."

To learn more about Citizen's range of printing solutions, contact the Citizen marketing team or visit the company website.



- Front exit - prevents damage from moisture or foreign objects
- Variable paper width - 0.5 inches (12.5 mm) – 4.6 inches (118.1 mm)
- Citizen's proven Hi-Lift™ all-metal mechanism
- Fast print out
- Large media capacity
- Wide range of ribbon options
- Hi-Open™ case for vertical opening
- Low space requirement
- ARCP™ ribbon control technology assures clear prints.

About Citizen Systems Europe

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

More information can be found on www.citizen-systems.com

About Al-Futtaim

Established in the 1930s as a trading business, Al-Futtaim is one of the most progressive regional business houses headquartered in Dubai, United Arab Emirates. Al-Futtaim employs in excess of 42,000 people and operates in 31 countries through more than 200 companies. The group has significantly expanded its business operations through a strategic acquisition plan and has entered a number of new territories, increasing its footprint beyond the GCC and Greater Middle East to encompass, Asia, Australasia and East Africa. Structured into four operational divisions; automotive, financial services, real estate and retail, the success of Al-Futtaim is attributed to proactively managing change whilst upholding the values of integrity, service and social responsibility. The majority of businesses, built on a portfolio of world leading brands, dominate their sector.

About Labels and Labeling Co. LLC

Based in Dubai, Labels and Labeling Co. LLC was established in 2011 to provide industry leading barcoding and labelling solutions. It is the exclusive partner for Citizen Systems' entire product range in the UAE and many other countries within the Middle East and North Africa (MENA), supplying its high quality barcode, label, portable and POS printers, as well as consumables and accessories, to firms across the region. Labels and Labeling Co is also Citizen's authorised regional service centre for the UAE and the Gulf Cooperation Council (GCC). The company's motto is "service is the difference", and it prides itself on its competitive pricing, fast delivery and specialist technical expertise.

For further information contact please

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