Local label printing solution offers greater flexibility.

CITIZEN
Micro HumanTech

Automotive parts specialist Wessels + Müller have implemented the latest printing technology from Citizen for fast and efficient label printing.

Wessels + Müller AG, based in Osnabrück, is one of the largest automotive part dealers in Germany. The company was formed when **Wessels AG** and the **Müller Group**, both of which had been serving the German market for over 60 years, merged in **2001**. Today, the group has more than 1950 employees and **75 locations** throughout Germany, and is committed to providing its customers with original automotive parts from respected brand name manufacturers quickly and efficiently.

Until recently, the warehouse labels used at all of these locations were printed centrally in Osnabrück and then distributed to the individual sites together with the daily product deliveries. This proved to be rather time consuming and tedious; on average, the labels did not actually arrive at the stores until two days after they were first ordered.

Convincing test results

It was clear to the IT department at **Wessels + Müller** (WM IT) that they needed to come up with a way of handling the high volumes of labels that were needed, while satisfying their needs from a price-performance standpoint. "We decided to contact **PCO**, a company based in Osnabrück that has a good reputation as an ID specialist. They recommended that we try using a specific model printer from Citizen Systems," explained **Johannes Schlentzek**, Head of IT at **Wessels + Müller**.

This led them to the **CLP 621** thermal transfer printer from Citizen, which is capable of producing up to 3**000 labels in just 20 minutes**.
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"This printer offers us brilliant performance coupled with extremely high quality printing,"

Schlentzek *added.*

*"The printers are also extremely **robust**, because, like all other Citizen printers, they feature an **all-metal mechanism** that opens up easily to provide access to the print head. The print head can be raised to the vertical position for **easy cleaning and servicing**, while the cleverly designed media arm includes an **adjustable media sensor**. In addition, the c**olour-coded operator levers** within the printer are designed to make set up quick and efficient."*

In just three months, **75 locations** over the country were equipped with the printer and linked to the intranet, with full training given to employees at the sites. Today, both master file data labels for the storage racks in the warehouses and labels for use in numbering the storage locations are being printed using the **CLP 621**. Now that the respective numbers of the storage areas are conveniently displayed on each of the racks, even new employees are able to find their way through the warehouse easily. In addition to being put to use as originally planned, the printers are now also being used to label the shelves inside the self-service areas of the stores.

Using the Citizen technology, all of these applications require only one standard size label. The typical volumes that are being produced range between **100 and 150 labels per day**. Nevertheless, the highest volumes required can exceed several thousand per day when new products arrive or need to be transferred elsewhere.

Benefits for all parties

The introduction of a local printing solution has taken much of the weight off of the shoulders of the data processing centre at **Wessels + Müller** in Osnabrück, now that they no longer need to produce all of the labels for the many different locations. Additionally, WM IT has seen how the local employees are now benefiting from the added flexibility; they simply key in their requirements and data is transferred to the intranet portal at pre-defined intervals so that the labels can be printed on site.

Schlentzek concluded, "We are extremely happy with the solution from Citizen and confident that we made the right decision, because it yields nothing but benefits for all parties involved. We were able to relieve the workload on our staff in Osnabrück while at the same time achieving greater flexibility on a local basis."

Featuring printer:

CITIZEN CLP 621

Industrial desktop label printer:
- compact size,
- easy to use and maintain,
- ideal for shelf and box labels,
- freliable and durable.

About Citizen Systems Europe

Citizen Systems Europe operates from London, UK and Esslingen, Germany covering Europe, Middle East and Africa. Citizen offers a broad range of thermal label & barcode printers, portable and dot matrix printers, mini and POS printers. Via a network of specialized partners, these are sold into markets as diverse as industrial, retail, healthcare and mobile applications.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen Watch Company of Japan. The globally operating group produces its world-famous eco drive watches and mini printers, industrial print systems and machine tools, crystal oscillators, LEDs and other electronic components.

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