

CITIZEN SYSTEMS EUROPE

**Fast, efficient printing of
GS1 DataBar and EAN bar codes.**

**Citizen printers are ideally suited to print both
the “new retail barcode” as well as traditional
EAN bar codes.**

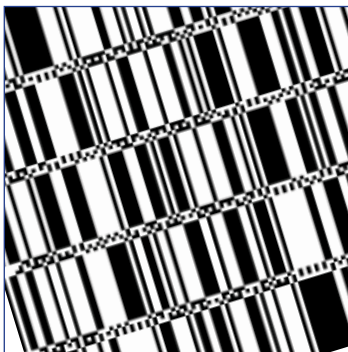


The latest generation of printers from Citizen Systems Europe, the leading manufacturer of label, barcode, portable and POS printers, has been developed to make both GS1 DataBar™ and EAN bar code printing fast, simple and cost effective.

The GS1 DataBar code will become a global standard, supplementing the traditional EAN and UPC barcodes which can be found on every product sold in stores or supermarkets.

The new GS1 DataBar symbologies – formerly called RSS codes – can show much more information than traditional retail barcodes within the same area on a product.





Alternatively, individual GS1 DataBar codes can be printed in much smaller sizes. Therefore they can be placed on irregular and small items such as individual pieces of fruit, pharmaceutical supplies or compact electronics where traditional bar codes were just too big.

As well as the standard 'product code', GS1 DataBar codes can also include variable data such as batch, expiration date, serial number, price, monetary value, size or weight. This opens the door for expanded product identification systems, traceability, product authentication and quality assurance, streamlining many manual processes.

The CLP-631 and CL-S703 printers from Citizen comply with the GS1 specifications for both EAN and GS1 DataBar codes. They can easily print both barcode types, so as a supplier or retailer gradually shifts from EAN codes to GS1 DataBar their investment is protected.

The latest Citizen printers make barcode printing simple, due to a number of innovative features. For example, the printers feature Citizen's Hi-Open™ design, providing easy access and simple media loading while maintaining the compact footprint of the unit. Additionally all printers feature ARCP™ technology, which has been designed to eliminate ribbon wrinkle.

Models such as the CL-S703R printer feature a clever internal front-loading rewinder, which is ideal for the small-to-medium producers who need an integrated print-and-peel device where small runs of produce need to be hand-labelled.

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, health care and mobile applications specialising in label, barcode, portable and point-of-sale printers. In each case, the company's products are sold and supported by a network of specialised partners.

GS1 has driven innovation in the supply chain for over thirty years and is dedicated to the development and implementation of global data standards and solutions for any supply chain. GS1 licenses unique numbers to identify everything from products to patients through the use of barcodes and other auto-ID technologies.

Citizen Systems Europe GmbH

www.citizen-europe.com

Park House, 643 - 651 Staines Road,
Feltham. TW14 8PA. United Kingdom
Telephone +44 20 8893 1900
Fax +44 20 8893 0080

Mettinger Straße 11, D-73728 Esslingen
Deutschland
Telefon +49 711 3906 400
Fax +49 711 3906 405

For more information on GS1 products and services, please visit www.gs1.org

CITIZEN
Micro HumanTech