

CITIZEN SYSTEMS EUROPE

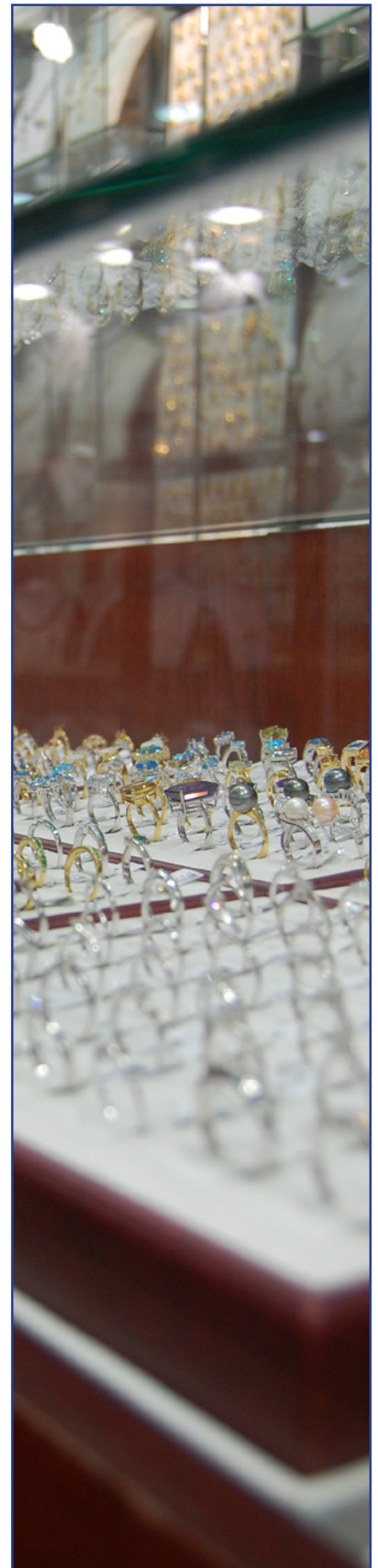
JEWELLERY TAGS PRINTED SIMPLY AND QUICKLY WITH CITIZEN PRINTER



Tetra Infotech, the leading barcode and label solutions provider based in Dubai, is offering its customers in the jewellery outlet industry a fast and effective method of labelling and stock control using the latest thermal printing technology from Citizen Systems Europe, the leading manufacturer of dot matrix, label and barcode printers. The solution, which incorporates Citizen's CLP621 printer and dedicated software application on a PC, is enabling customers to print detailed product information on to miniature labels with precision and speed, resulting in efficient processes and improved service levels.

Tetra Infotech was established in 1999 with the motto, "service is the difference", and through a professional approach with high technical expertise combined with competitive pricing and fast delivery times, it has positioned itself as a dependable source of the latest labelling solutions and a leading player in the UAE market in a short period of time. The company is now the exclusive partner for the entire range of Citizen products in the Middle East Region, supplying their range of barcode, label, dot matrix and portable printers including consumables and accessories.

When looking for a specific labelling solution for jewellery stores across the Middle East, Tetra Infotech worked closely with Citizen to find a solution that was tailored to its customers' needs. Dilavar Shah, Owner and Managing Director of Tetra Infotech, explained, "Our jewellery store customers required a method of quickly and accurately printing labels for individual items as and when required. This had previously proved problematic for them due to the extremely small size of the labels and the amount of variable data on each tag. Additionally, the labelling system needed to offer a method of monitoring stock levels effectively for those using stock control systems."





Due to their close relationship with Tetra Infotech, Citizen offered a bespoke solution in the form of its CLP621 thermal printer with Tetra providing the software to drive the printer. This set up enables specially designed jewellery labels to be printed with information such as item references, weight and even a barcode if required.

A dedicated external keyboard solution is also being provided for those customers who do not want to connect to a PC. The CLP621 with keyboard offers instant start-up and the ability to produce the printed labels onsite, as they are required. The keyboard is easier-to-use for those users who are less familiar with a PC requiring no computer skills to operate the system. Specially designed to handle unusually shaped, small media, the printer delivers repeatable and accurate results every time, whether it is printing one label or a batch of one hundred.

The compact design and small footprint of the printer makes it ideal for use in stores, with its Hi-Lift mechanism ensuring that the machine's lid can be opened to change media and ribbons without requiring additional space around the printer. In addition, the printhead on the CLP621 can be raised vertically, allowing quick and easy cleaning, servicing and ribbon loading.

The printer incorporates a number of innovative features, such as Citizen's Active Ribbon Control and Positioning System, which eliminates many of the problems associated with conventional label printers. This ensures wrinkle-free printing and superior print quality, resulting in minimised barcode failure rates for maximum operational efficiency.

Abhijit Gadre, International Sales Manager at Tetra Infotech, believes that the Citizen solution has enabled them to offer their jewellery store customers the ideal solution to their requirements, "The CLP621 printer has proven extremely successful in delivering the level of simplicity of use and efficiency that our customers were looking for, enabling them to label products quickly, easily and clearly. Furthermore, the added benefit of being able to manage stock levels using miniature barcodes has proved invaluable, enabling us to offer our customers a service that meets and exceeds their requirements. The Citizen technology has proved essential in making this possible."

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