

CASE STUDY | Citizen makes shelf edge labelling simple for leading pharmacy chain



Citizen Systems Europe, the leading manufacturer of POS, label and portable printers, has supplied its latest CLP 621 desktop label printers to BinSina Pharmacy in Dubai, enabling the chain to print shelf edge and promotional labels simply and quickly. As a result, the company's labelling processes have improved considerably, minimising resources and costs.

The first BinSina pharmacy was opened in 1965 in Dubai and since then the company has emerged as the leading pharmacy chain in the region. Today, BinSina is the largest privately owned group of pharmacies in the UAE, selling pharmaceutical, beauty and personal care products to more than five million customers every year.

BinSina approached Citizen for a solution based on its reputation for developing printers that combine reliable performance with ease of use. Following close consultation with the pharmacy chain to ensure that its needs were fully understood, Citizen supplied the company with its CLP 621 desktop label printers.

The CLP 621 was the ideal choice for BinSina, due the **simplicity** with which it can be set up and used and its ability to handle small, specialist media. Furthermore, the printer incorporates Citizen's innovative **active ribbon control and positioning** system (ARCP), which maintains a constant tension on the ribbon, regardless of the length used, and eliminates the problems of poor print quality caused by ribbons wrinkling or slipping.

The **2 inch-wide labels**, containing information such as price and product description, can be printed directly onto specially designed pre-perforated rolls of media, from which labels can simply be torn off and inserted under the protective shelf edge. Additionally, for promotional displays, the backing can be removed from the adhesive labels to allow them to be stuck to in-store displays where required.

The CLP 621 is designed to withstand the demands of the shop environment, incorporating a simple, robust, all-metal **High-Lift mechanism** and print head, which make it quick and easy to load and change printer ribbons, while a replacement print head can typically be fitted in less than a minute. The machine also features an internal power supply, removing the need for potentially hazardous excessive cabling.

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Jose Sreedharan, Area Manager at BinSina, explained the company's requirement for a shelf edge labelling solution:

"At BinSina we are constantly looking for IT solutions that will help us stay ahead of the competition. In this instance, we needed a way to enable any staff member to print shelf edge and promotional display labels quickly and simply, speeding up our in-store processes and therefore allowing us to operate in a more streamlined, cost effective way."



Jose Sreedharan is pleased with the results from the new solution.

“By enabling our staff, at all levels, to print labels and change media and ribbons, the printers have improved the efficiency of our processes considerably; this has had a considerable impact on our bottom line. Furthermore, our organised and professional store layouts are a big part of our success and the Citizen printers are playing a vital role in helping us achieve this.”

Featuring printer:

CITIZEN CLP 621



Industrial desktop label printer:

- compact size,
- easy to use and maintain,
- ideal for shelf and box labels,
- reliable 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.



For further information contact

Citizen Systems Europe GmbH
Marketing Department
Tel.: +49 (0)711/3906-400
marketing@citizen-europe.com