

CASE STUDY | Citizen printing solution fits the bill for Naviera Armas



Citizen Systems Europe's CL-S400DT industrial desktop printer is delivering reliable and cost-effective boarding pass printing to Naviera Armas, resolving the shipping company's long-term printing problems.

Naviera Armas is a Spanish company dedicated to the transport of passengers and goods by sea. Operating in the Canary Islands, it provides sea links with peninsular ports and northern Morocco. It is the oldest shipping company of the archipelago and has experienced significant growth in recent years.

With an increasing number of passengers the shipping company required an efficient printer for cost-effectively printing almost 11,000 boarding passes per day – an estimated 4 million annually - in a timely manner. When busloads of tourists arrive to board a ship, boarding passes must be printed quickly to keep mooring fees to a minimum. Due to inefficient, incorrect and slow printing, boarding times were high, resulting in additional mooring fees, directly hitting Naviera Armas' bottom line.



Prior to introducing printing systems Naviera Armas produced boarding passes made by hand, but this was costly and time intensive. So, in 2003, boarding pass production became printing based, with label printers printing onto card. Quickly however, staff experienced rapid wear of print heads and high, unsustainable maintenance cost.

To overcome the problem, Naviera Armas first opted to invest in a new, alternative printing solution that was specifically designed for printing boarding passes in airports. However, purchase cost was high and users experienced regular machine failure and costly long repair times. As a result Naviera Armas then opted to test a selection of other printers but these also suffered from frequent breakdown. For Naviera Armas, a solution to its printing problem was required urgently, because the consequences of these printing problems were affecting efficiency and profitability.

At this point Naviera Armas turned to Canary Islands based industrial label solutions provider Ulimarc, requesting a solution to its printing problems. Ulimarc specified a solution that featured Citizen's CL-S400DT, and further increased printing reliability by building in a metal shaft for supporting label rolls.

The CL-S400DT ticket printer is designed for high-quality prints on a wide variety of media, especially suitable for printing boarding passes or shows entries. It is favoured by users due to its quick consumables loading systems and reliability as well as consistent high performance. It features fast print speeds of up to 15cm per second, which allows boarding passes to be printed in less than 1.5 seconds.

In addition, the CL-S400DT is robust and requires minimal maintenance due to a low print head wear rate, and is easily integrated with existing IT systems. Naviera Armas was also attracted by the CL-S400DT printer's high energy efficiency and small footprint.

„Citizen's printing solutions have proven to be simple to operate and easy to integrate into the existing Naviera Armas IT systems. The CL-S400DT has a wide range of options and speeds, delivers perfect print quality, and the ability to choose between folded or non-folded paper, which were key factors in our decision to opt for Citizen solutions.“

*Jorge Daniel García Mendoza,
Head of IT Maintenance
Department at Naviera Armas.*

Commenting on the project Ulises Figueras Dorta, General Manager at Ulimarc, said: „The selection of Citizen’s CL-S400DT printer for this project was an obvious choice because they perfectly meet the needs of Naviera Armas: ease of use and integration, reliability, excellent print speed, robustness, low wear rate of the print heads, and a small footprint.”

Featuring printer:

CL-S400DT



For your events - and for the environment

- Front exit
- Variable paper width - 0.8 inches – 4.6 inches
- Fast print out - 6 inches per second (150 mm per second)
- 2-colour LCD display enables intuitive operation
- Versatile Media Support
- Low space requirement

About Citizen Systems Europe

With branches in London and Stuttgart, Citizen Systems Europe serves the entire EMEA region. The company offers a wide array of printers for industry, retail, health care and mobile applications, especially label, barcode, POS and mobile printers. In each case, the company's products are sold and supported through a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of Citizen Watch Company of Japan. This global group produces world-famous Eco-Drive watches as well as mini-printers, industrial printing systems and machine tools, quartz oscillators, LEDs and other electronic components.

www.citizen-systems.com

Naviera Armas

Naviera Armas was established in 1941 and has become the leading shipping company in the Canary Islands. Its fleets feature latest generation ships that enable the Canary Islands to spearhead regional maritime communications in Europe.



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