

CASE STUDY | Citizen printers speed up labelling in the warehouse

CITIZEN
Micro HumanTech



Barrie Ainsworth at **Kiddicare** explained, “With so many products being packaged up and dispatched every day from our warehouse we need to make sure everything runs as smoothly as possible. Recently, we began to see if we could streamline the way we print and apply labels to packages, and we knew that the right printers would be vital. Having been using Citizen’s printers successfully for a number of years, we approached them for a solution.”

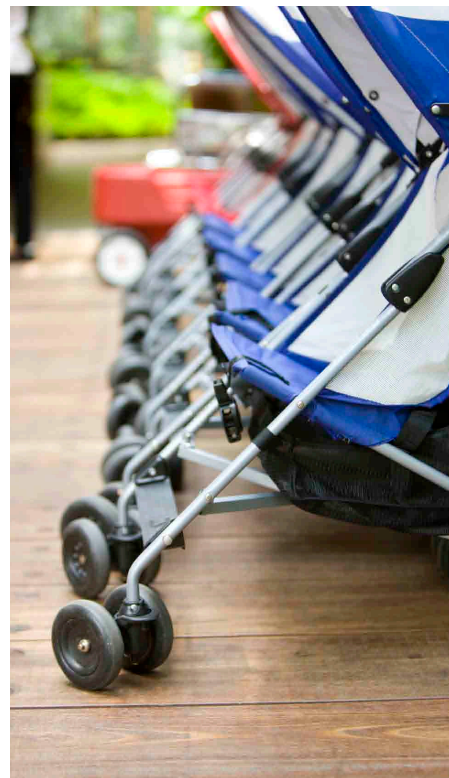
Citizen worked closely with **Kiddicare** to understand the company’s requirements and suggested the existing printers should be upgraded to the latest **CLP 521** machines. This would allow Kiddicare to print dispatch labels even more quickly, thanks to the printer’s simple to set up and use design. The CLP 521’s **Hi-Lift™ mechanism**, which opens to one side providing users with unobstructed access to the printer’s internal mechanisms, would also reduce the time needed to load media to just a few seconds.

Having decided that a portable printing solution was needed to make labels available wherever they were needed around the warehouse, it was important to Kiddicare that the printer it chose was compact and lightweight. The **CLP 521** met both of these requirements, specifically designed for use where **space is limited**, such as on portable trolleys. For example, the lid of the units can be opened fully with no change to the overall width of the printer, and the printer’s power supply is contained internally.

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Kiddicare.com, the UK’s favourite baby website is using the latest printing technology from **Citizen Systems Europe** to streamline its warehouse operations. The company has installed a number of Citizen’s **CLP 521** printers onto portable trolleys, allowing its warehouse employees to print dispatch labels quickly and simply wherever and whenever they are needed.

Kiddicare was established in **1974** and is now the largest privately owned baby store to the public in the UK, employing **130** full time staff dedicated to first class customer service. The company has around **£6 m** worth of stock ready for dispatch from its **100,000 ft²** warehouse in Peterborough. Essential to being able to manage this amount of stock efficiently and get products out to distributors and customers on time is an effective labelling system.



With advice and support from Citizen, **Kiddicare** developed a **portable power pack** that would enable the printers to be moved around on trolleys without the need for trailing cables that could present a health and safety risk to staff. This made the printers a truly portable solution.

The **CLP 521**'s have now been in use at Kiddicare's premises for months, and

“The printers were **very easy to modify** for use with our battery packs so that they could be used as stand alone systems. Being able to move them around and have a printer close to hand at all times is a real benefit in such a busy environment. Citizen's support in helping us achieve this has been excellent and they've been on hand to answer our questions throughout the project. We're very happy with the new system.”

Barrie Ainsworth has noticed the improvements they have brought about:

“The Citizen printers are really easy to use and maintain. They give us a ‘load and forget’ system that lets us get on with packaging, labelling and dispatching our products. We’ve had no problems with them at all so far, they’ve really lived up to our expectations.”

Featuring printer:

CITIZEN CLP 521



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.



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