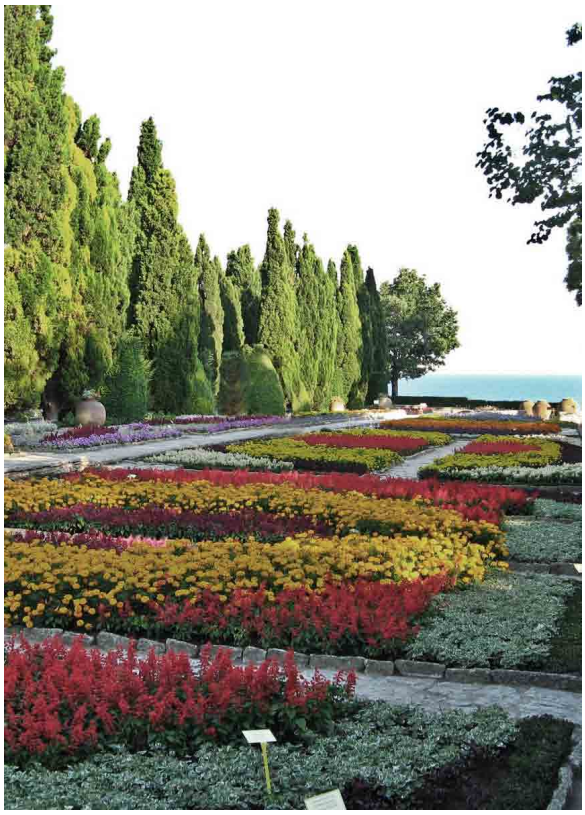
CASE STUDY | Citizen printers flourish at Balchik's University Botanic Gardens



Bulgaria's leading botanic garden is using Citizen's barcode printers to produce entry tickets for public access to the site.

The Botanical Garden, founded in **1955,** covers an area of more than 65 acres (26 hectares) and is famous for its diverse and wide ranging plant groups including one of Europe's largest collections of Cacti. The impressive landscaping and dedication of the conservation ecologists means that the botanical gardens have one a number of prestigious awards for contributions to science and education.

The Botanical Gardens needed an admission control system to manage entrance to the site for both staff and research students as well as the regular members of the public. For the regular attendees, they use a contactless reader together with a radio key-card. However, these cards are expensive to issue and suitable only for regular visitors who will make many entries.

With up to **500,000 visitors per year,** a lower-cost ticketing system was need for one-off visitors, such as members of the public, who would pay for a single entry at the ticket office and would then need an electronically readable ticket for use at the admission control gates.

The solution was to print **a unique barcode** on to a ticket which was then read by a scanner at the entry turnstile. The barcode provided an easy and cost-effective way of allowing access to the gardens as well as providing a receipt for the customer at the same time.

Citizen's Bulgarian distributor, **Dilcom Ltd**, provided a Citizen **CLP 621** printer with automatic cutter together with pre-printed media for producing access tickets and receipts at the various entrance gates around the botanical gardens. Dilcom's choice of the CLP 621 was an easy one as they knew they needed a strong, reliable desktop printer, in view of the large number of tickets needed per year.

Borislav Pavlov, Systems Manager at the Botanical Gardens said, "The Citizen printer is perfect for our application. It combines the **ease of use** by having **quick media loading** with the **robust** design and all-metal mechanism. Our staff find that the CLP 621 is **simple to operate** and extremely **reliable**."

>>>

Featuring printer:

CITIZEN CLP 621

Industrial desktop label printer:
- compact size,
- easy to use and maintain,
- ideal for shelf and box labels,
- freliable 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