Citizen CL-S700 meets
labelling challenge for Virgin Atlantic

CITIZEN
Micro HumanTech

Citizen Systems Europe has provided a printing solution to Virgin Atlantic that is enabling speedy output on a range of challenging media. The versatile Citizen CL-S700 is producing high volumes of labels on three types of media quickly, simply and cost effectively within one of the company's busiest operations.

Virgin Atlantic required a label printer to print label racking, items and storage boxes for a busy stores environment within the maintenance/service depot in its hangar at Heathrow. The British airline required a printer that was able to print high quality labels quickly and clearly so that required parts could be swiftly sourced and supplied to engineers.

The media required for label printing made the specification especially challenging. Virgin's Heathrow hangar required extremely robust, metallic labelling in order to survive the demanding storage environment without deterioration. Also, part names needed to be printed on labels with exceptional clarity to ensure the correct parts could be easily identified and provided to engineers, therefore minimising time being wasted by staff having to return to the stores to correct wrongly supplied parts.

To meet these needs, Code Red Distribution – one of the UK's foremost distributors of barcode hardware and solutions - suggested the Citizen CL-S700, which excels in printing on non-standard media. "Key to the suitability of the Citizen CL-S700 in this application was also the fact that it is exceptionally robust and reliable, with a two-year warranty as standard, in any environment," explained James Bundock, Sales Manager at Code Red. "With three different types of labels to be printed at the Heathrow depot there are plenty of media changes but because the CL-S700 uses gravity not springs, media changes are quick and easy. Springs have a short lifespan - and in cases where media changes are frequent can become bent and worn out quickly - but gravity is warrantied for eternity!"

The CL-S700 also prints at 10ips, which was more than fast enough for Virgin Atlantic's Heathrow depot, while the ARCP automatic tension system ensures that the tension of the ribbon remains constant throughout its use and ensures ribbon wrinkle and media slippage are eliminated.

With all of the standard operations accessible from the front of the printer, the CL-S700 has been designed for easy front loading of media and simple maintenance operation. The CL-S700 printer proved to be an excellent printer for this application, with the capability to produce high volumes of labels on three types of media quickly, simply and cost effectively.

"The labels are robust, thick and metallic to survive the demanding environment without deterioration," explained Danielle George, Buyer, Engineering Supply Chain, Virgin Atlantic Airways Ltd. . Following the success of the Citizen CL-S700, Virgin Atlantic is considering the purchase of further units for other stores at our airports."

„The CL-S700 was also ideal because it has a small footprint. In Heathrow Airport - one of the most expensive areas of Britain – space is at an absolute premium but the CL S700 has a small footprint that does not expand when the lid is opened to change media or ribbons."

*Danielle George, Buyer,
Engineering Supply Chain,
Virgin Atlantic Airways Ltd.*

Featuring printer:

CL-S700

Industrial printing with added speed and capacity

- Front exit - prevents damage from moisture or foreign objects
- Variable paper width - 1 inch (25.4 mm) – 4.6 inches (118.1 mm)
- Durable design - Citizen's proven Hi-Lift™ all-metal mechanism
- Paper thickness up to 0.250mm
- Ultra fast print out - up to 250mm per second (10 inches per second)
- Backlight LCD control panel for easy configuration
- Very large media capacity - holds rolls up to 8 inches (200 mm)
- Wide range of ribbon options - Uses up to 450 metres inside and outside wound ribbons
- Hi-Open™ case for vertical opening, no increase in footprint and safe closing.
- Low space requirement - integrated power supply enables clean work station
- No more unreadable labels - the ARCP™ ribbon control technology assures clear prints.

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

About Virgin Atlaintic

It was born in 1984; it is now 30 years old. It may sound young but the teams that make Virgin Atlantic Cargo all have the experience it needs to ensure their offer an exceptional service to each and every one of our customers around the world.

Richard Branson started the business with a fresh visionary outlook. This is something that we have never left behind, it's the vision of offering great customer service and always focusing on what our customers want today and tomorrow, not what we think they need.
Aircontact were originally appointed to handle the cargo product for the airline however, Richard quickly realised the potential revenue cargo generated and asked for a department in house to be set up, and Virgin Atlantic Cargo was formed.
From those early days, we have grown from strength to strength, now offering a global network to over 350 destinations worldwide.

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