

PRESS RELEASE

Date: 22/05/15
Ref: CSE450

Written & issued by 4CM.
Telephone: +44 (0)1908 533253
Email: info@4cm.co.uk

Citizen targets photo printer market growth with new appointment

Citizen Systems Europe, the leading manufacturer of label, barcode, portable, POS and photo printers, has appointed Gary Andrews to the role of EMEA Business Manager – Photo Printers. This appointment is part of Citizen’s ongoing objective to boost awareness of its range of professional photo printers and further increase market share.

Gary is responsible for managing the photo printers division and increasing sales of Citizen photo printers across Europe, Middle East and Africa (EMEA). Citizen is currently one of the world’s largest producers of printers for industry – Citizen’s factory manufactures in excess of 40,000 photo printers per year.

Gary joins Citizen having gained extensive product marketing and business development experience in SMEs and global corporations, including Sony and FujiFilm. He graduated from the University of Hertfordshire with a 1st Class degree in graphic media studies, printing technology and business management.

“I am thrilled to be joining Citizen Systems Europe and to have the opportunity to further strengthen its position in the photo printer market,” said Gary. “It is an exciting time to be joining a company such as Citizen, which is showing positive growth in all divisions.”

PRESS RELEASE**Date: 22/05/15**
Ref: CSE450*Written & issued by 4CM.
Telephone: +44 (0)1908 533253
Email: info@4cm.co.uk*

Commenting on the appointment, Mark Moore, Sales and Marketing Director at Citizen Systems Europe, said: "We are delighted Gary has joined Citizen, bringing with him valuable experience from the technology sector. He has an excellent record of high performance and was the ideal choice for the role due to his understanding and empathy of the Citizen ethos, culture and commitment to serving customers."

Citizen's photo printers deliver impressive print quality for use in a range of applications, including retail and event photography. These robust printers produce colourfast lab-quality prints with speed and convenience.

To learn more about Citizen Systems Europe and its range of photo printers, please click [here](#).

Citizen Systems Europe

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specialising in label, barcode, portable and point-of-sale printers. In each case, the company's products are sold and supported by a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organisation that manufactures products ranging from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing systems to machine tools, quartz oscillators, LEDs and other electronic components.

PRESS RELEASE

Date: 22/05/15
Ref: CSE450

*Written & issued by 4CM.
Telephone: +44 (0)1908 533253
Email: info@4cm.co.uk*

For further information contact Jörk Schüßler,
European Marketing Manager for Citizen System Europe.
Citizen Systems Europe, 643 - 651 Staines Road, Feltham, Middlesex, TW14 8PA.
Tel: 020 8893 0082. Fax: 020 8893 0080.
Email: joerk.schuessler@citizen-europe.com
Web: www.citizen-europe.com

- E N D -

This press information was written and distributed by 4CM.
For further copies, colour separation requests, images or other details
on Citizen System Europe, please contact us on 01908 533253 or email: info@4cm.co.uk