

CASE STUDY | Citizen printers make number plate printing simple



Citizen Systems Europe, the leading manufacturer of POS, label and portable printers, has supplied a bespoke thermal printing solution to Europlate, the leading UK number plate centre, enabling the company to improve considerably the service that it offers to its trade customers.

The new system consists of a thermal printer and dedicated keyboard, which combine to offer a simple and efficient method of printing number plates on site.

Europlate was established in 1990 and has grown to become a market leader in vehicle number plates, with an excellent reputation for customer service. This has been achieved in part through its investment in the highest quality and most up to date manufacturing technology and processes, enabling number plates to be produced in a wide range of styles and finishes, that comply with UK standards and also worldwide legislative requirements.

In addition to offering a direct service to customers, **Europlate** provides solutions to garages wishing to print number plates on site.

Ian Waterhouse, Sales Manager at **Europlate**, explained, “We offer a range of trade solutions to motor factors, car dealerships, and garages, providing thermal printing systems that enable number plates to be produced quickly and cost effectively, by printing the relevant graphics onto a reflective panel and then adhering it to an adhesive backing.”

“We previously supplied our trade customers with Citizen’s **CLP 2001** thermal printer for this purpose. While this printer enabled us to offer our customers a reliable and simple to operate solution, with excellent media handling, it required connection to a PC or laptop. This required users to possess a certain degree of computer based knowledge and also made regular system updates necessary. Furthermore, in the garage environment the equipment was easily damaged and also proved to be a target for thieves. Due to the excellent results we had seen from the printer itself, we asked Citizen to find us an even more effective solution.”

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Citizen responded to these issues by supplying **Europlate** with its latest **CLP 621** thermal printer, which offers the simple operation and robust construction of the **CLP 2001**, with the added benefit of being compatible with a **dedicated keyboard**. This makes operation significantly more straightforward, requiring no PC and therefore no computer knowledge, no need for software updates, and none of the downtime associated with hardware crashing. Additionally the dedicated keyboard poses much less of an attraction to thieves than the previous PC or laptop solution.

The **CLP 621** and **keyboard** offers instant start-up and the ability to produce bespoke number plate designs extremely **simply**. The user needs only to enter up to seven letters or digits on the plate and select a small number of preferences from a short menu, such as whether a border line is to be printed. All of the information required to be printed as standard on every number plate, such as the garage name and address, is pre configured by **Europlate** to make on-site operation even quicker and simpler than before. Multiple logos can even be pre configured so that one garage can print a number plate for a variety of customers, making the solution extremely cost effective.

The number plates produced by the printers comply fully with **BSAU145d**, the British Standard required for all legal number plates in the UK, as the system is designed to accommodate the necessary fonts, symbols, spacing and dealer information required.

Ian Waterhouse is impressed with the results, "We were happy with existing printers that Citizen had supplied but the new solution enables us to offer our customers a solution that is even simpler and more efficient. Using the **CLP 621** with its dedicated keyboard, anyone can design and print number plates quickly and accurately on-site, allowing us to offer a service to our trade customers that delivers considerable value to their businesses. Citizen's technology and support has proved invaluable in making this possible."

Featuring printer:

CITIZEN CLP 621



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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