Management in the jewellery business differs slightly to the way things are managed in other businesses, and requires an even more rigorous approach in the management of stock and of the performance of gold in particular. In this respect, retailers have to face an additional economic problem: significant variations in the price of gold, resulting in the need to change prices and labels frequently.

Eloimega has been working with jewellers across France for more than **20 years** and offers them customised business management solutions. "Our customers were looking for a reliable, cost-effective way for them to print labels for retail goods quickly and without any mistakes," explains **Philippe Laloi,** Eloimega's managing director. "Thanks to the Citizen **CL-S631 printer**, we can now offer them, in addition to management software customised for their business, a whole new turnkey labelling system, which is cost-effective and high-quality."

Eloimega has achieved this by working closely with **PII**, a company specialising in **POS terminals and printing solutions** (tickets/labels). Customers had a great many expectations:

• **Reducing print losses**. Most Eloimega customers used sheets of labels with a laser printer. All of them were unhappy about the considerable loss of printed labels, between **20 and 30%**, due to damaged sheets which could not be reused.

• **Label size restrictions**. Very small labels must contain the maximum amount of information, often to be used to monitor stock status.

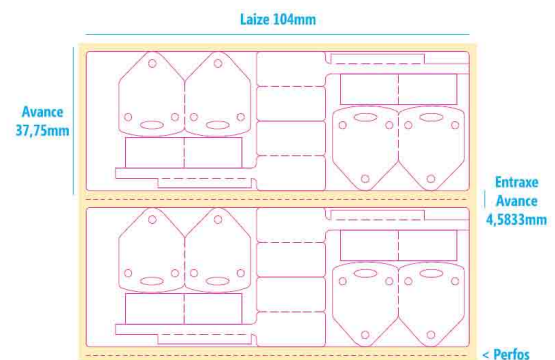• An option for printing different label media **simultaneously**.

Eloimega and PII opted for thermal transfer printing, using rolls of labels which had been designed entirely by Eloimega (*Figure 1*). This configuration enables labels specially designed for jewellery to be printed, which contain information such as the item reference number, its weight and even a barcode. Each print operation can produce two labels for rings, two for earrings and two other multi-purpose labels.

In terms of printer, the choice quickly swung in favour of the Citizens Systems **CL-S631** model. "The printer's **reliability** with its **metal mechanism** and easy maintenance were the differentiating factors in relation to rival printers. The ribbon can also be changed very quickly, thanks to **front loading**. The printer supports the use of ribbons with ink side in and out, which makes the printer as flexible as possible for our customers."
>>>

Figure 1. *Label devised by Eloimega*

This allows two labels for rings, two for earrings and two other multi-purpose labels to be printed.

"It was important to choose a printer that was very easy to use and maintain, so that shop assistants can use it without any problem," explains Philippe Laloi. "Since the first printers have been installed, we've only had positive feedback, and our customers are extremely pleased with this new, highly efficient labelling system." Its small footprint and front loading make it ideal for a store environment. The cover and print mechanism are opened and the media loaded from the front of the machine, which means that it does not need to be moved when being handled by the user. "We have definitely found a first-class partner in Citizen Systems Europe," concludes Philippe Laloi.

Featuring printers:

CITIZEN CL-S631

The ideal desktop industrial label printer:
- big capacity in a small size cover,
- reliable and durable,
- ideal for shelf and box labels,
- fast and quiet,
- easy to maintain.

About Citizen Systems Europe

CITIZEN
Micro HumanTech

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

www.citizen-europe.com

CITIZEN SYSTEMS EUROPE GmbH