

Feature-rich, entry level thermal transfer printing

New CLP 621

London & Stuttgart, December 2004

Citizen Systems Europe, a worldwide supplier of thermal printing products, announces the introduction of the **CLP 621** thermal transfer printer to increase its range of entry level printers.

Citizen's new **CLP 621** has many features only usually found on much higher specification printers including an **all-metal mechanism**, giving the printer a durable and robust design. The distinctive Citizen **clamshell mechanism** also allows for **easy loading of label media**, tags or tickets.



The **easy-to-load ribbon** has the longest capacity of an entry level printer using **360 metre ribbons** on 1-inch cores giving **more than three times the capacity** of other entry level products. The printer also features Citizen's ARCP active ribbon control system for perfect, wrinkle-free prints every time.

Connectivity with the CLP 621 is unsurpassed with standard IEEE1284 **parallel**, **USB** and **serial** ports and, unique in its class, the option for **internal Ethernet** and **internal Wireless LAN 802.11b** which can be installed in minutes.

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Big On Features

Other standard features include an **internal power supply**, rather than one of those external power bricks and the capacity for an **internal five inch media roll**, with an optional external holder if needed. An **adjustable media sensor is standard** making it ideal for unusual media shapes and styles together with 8Mb of RAM and **2Mb of flash memory** for the most demanding of applications.

All this means a very **low cost of ownership, high reliability and extreme ease-of-use**.

“This printer represents excellent value for money. All those features are packed in to an entry level printer - including our **two year warranty** - with a list price of just €509 or £349”, Mark Beauchamp, Citizen’s European Marketing Manager, commented.



The CLP 621 is the sister product of the already popular CLP 521 printer which has been very successful in the European transport and logistics market. The CLP 621 is a thermal transfer printer whereas the CLP 521 is direct thermal only.

For further information from Citizen, including **300 dpi high resolution photographic images** or for a **text file** of this press release, please visit Citizen’s web site:

www.citizen-europe.com/press

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