

CASE STUDY | Citizen makes a good impression at French Retailer “Nature et Découvertes”!



Nature et Découvertes, with over 70 stores throughout France, is an innovative retailer and world leader in the field of sustainable and ethical commercial operations, backed by a global foundation that contributes yearly 10% of the company's profits to environmental projects.

Being at the cutting edge of commercial operations, Nature et Découvertes requires flawless logistics, with the ability to manage the identification and transport of thousands of items from its warehouse to its local stores. When the company decided to optimise its two logistics headquarters, covering a total of 32,000 m², they selected Citizen printers because of their proven track record and reliability.

“We have been a client of Citizen for ten years, and have always been very satisfied with the CLP

9001 printers because of their ease of use and the simplicity of installation and maintenance. When the time came to renew our equipment, our supplier, Butema, suggested that we opted for the CL-S700 by Citizen. We decided to follow their advice without reservation,” says Christophe Barthoux. “In fact, it was important for us to find new printers that weren't just as reliable and robust as the previous ones, but that were also capable to meet our latest IT requirements. The CL-S700 has lived up to our expectations perfectly and we didn't even have to modify our existing management systems. The new printers provide us with outstanding performance, combined with very high print quality.”

The CL-S700 can print up to 250mm per second, with excellent definition, increased efficiency and output in all kinds of applications. Thanks to its many innovative features it only takes ten seconds to change the media and on average it's ten times faster to replace the ribbon unit than comparable printers.

The CL-S700 is also extremely robust thanks to its metallic body and has an easy to use access to the printhead which can be raised vertically for quick cleaning and maintenance. The printers can also be integrated to an existing wireless LAN infrastructure.

“We're thinking of expanding our operations considerably, especially in e-commerce, and we need to be able to operate wirelessly to reduce costs. Citizen printers come with Ethernet and wireless LAN options that can be quickly integrated, allowing for remote control, configuration, and monitoring of each printer. We have undoubtedly found a great partner in Citizen Systems Europe,” concludes Christophe Barthoux.
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“We need to have reliable printers that are easy to maintain in order to be able to manage all of our printing needs, including the printing of price labels and bar codes for the tracking of packages,”

*explains Christophe Barthoux,
Head of Computer Networks at
Nature et Découvertes.*



Featuring printer:

CITIZEN CL-S700



Robust and reliable industrial label printer:

- ultra-fast loading of media,
- simplified maintenance.

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.

CITIZEN
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