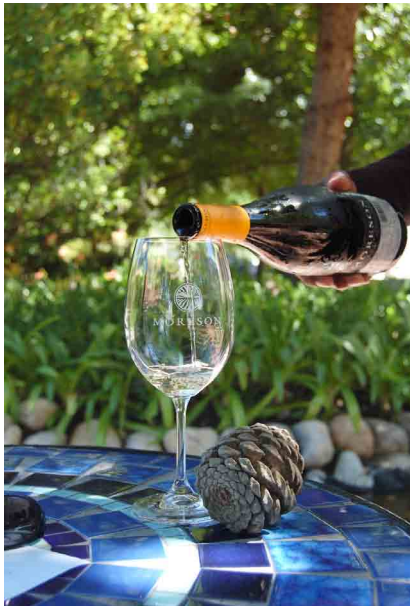


CASE STUDY | Citizen printer provides designer label for wine manufacturer for increased efficiency

CITIZEN
Micro HumanTech



The latest label printing technology from Citizen, the leading manufacturer of high quality label, barcode and industrial printers, is helping **Môreson Vineyard**, a specialised South African wine producer to create high definition, customised labels for its range of **Miss Molly** wines. In particular, the Citizen technology is giving Môreson the ability to produce labels on demand either singly or in large volumes.

Situated in the Western Cape Province just outside Cape Town, Môreson Vineyard produces bottles of wine in the thousands each year, requiring labels to be printed for each bottle on-site before dispatch. With a dozen or so award winning wines and periodic high bottling volumes, Môreson's wanted to **enhance the label quality** for consumer benefit and also increase printing rates to

improve the speed and **efficiency of the process**.

Although the previous label printers supplied by Citizen proved to be reliable and fast, Môreson decided to upgrade to a model which offered the same performance but with enhanced printing capability. The label's design was modified to depict the company's distinctive logo and include the specific wine variety description, therefore helping to create a stronger brand identity while adding additional consumer information. Local Citizen value added reseller, **Label Ales** worked closely with Môreson to develop an effective solution based on the latest Citizen **CLP 8301** printer.

With the CLP-8301's ability to print on a variety of media up to **220mm wide**, Môreson is now able to produce individual labels as batches three labels aside for any combination of their wine varieties and at a high resolution of **up to 300 dpi**. This ensures the necessary high print quality needed for the distinctive logo, the wine description and consumer advice, and most importantly the barcode information. In fact, these features have made this printer popular for many retail applications requiring **EAN/UCC compliant** barcodes.

With printing speeds of **100mm per second** and fast media loading via the Metal **Hi-Lift™** mechanism, label printing during the often busy wine bottling process has allowed multiple varieties to be processed simultaneously with minimal disruptions or delays.

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Esme Viljoen of **Label Ales** explained,

"We had been supplying Citizen's comprehensive range of label printers to numerous customers for many years now. For Môreson the key element was upgrading their existing Citizen printer for one with increased functionality without compromising on speed and reliability aspects. The CLP-8301 printer's multi label printing, text and logo print capability now benefits both their bottle label production process and enhances the marketing of their wines."



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.

Featuring printer:

CITIZEN CLP-8301



The ideal wide-format label printer for up to DIN A4 width and the best choice for:

- sign and logo printing,
- pallet and shipping labels,
- chemical warning labels,
- laser printing replacement.



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