

WHITE PAPER |

## High performance printing for hospitality

**CITIZEN**  
Micro HumanTech

**Hotels, restaurants and other speciality services require printers that deliver a blend of quality, speed and convenience. Citizen Systems Europe designs machines with the needs of hospitality businesses in mind. We have been pioneering printer design in hospitality for many years and continue to set the benchmark for this application.**



When it comes to hospitality – bars, restaurants, hotels and so on – printer failure can be sudden and dramatic. For example, if a glass of wine falls from a shelf onto a top exit printer, the likely outcome is that the unit will be swiftly filled with liquid and rendered unusable there and then. This would be a serious inconvenience in any establishment but in a small restaurant or hotel that relies on a single till it could mean lost sales, damaged reputation and a lot of dissatisfied customers.

What hospitality businesses require is a robust unit that can provide clear, high quality printing to meet customer expectations - and fast. Where businesses are supplying a service for customers to enjoy in their leisure time, it is especially important that transactions are completed swiftly and tidily. Customer experience is also influenced by the look and design of a printer in a hospitality environment. A compact unit with an internal power supply is safer and less obtrusive than a poorly designed model with, for instance, a big 'brick' power supply.

*In the Hospitality fast paced environment a reliable high speed printer can save a lot of problems and stresses. The Citizen CT-S851 and CT-S651 printers combine the capability of resisting to liquid dropage and a modern and compact design to the well know reliability of a Citizen printer.*

Hospitality environments also need printers that are low maintenance. Even the best machines will experience problems from time to time and when they do it is important that jams and errors can be addressed easily to keep transactions moving.

Happily, the designers and engineers behind the latest Citizen printers specified for hospitality have addressed all these issues, enabling hotels, restaurants and other speciality services to provide superb, simple, uninterrupted printing.

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Citizen pioneered the spill-proof front-exit printer and continues to set the standard for this design. Our CT S651 machine offers fast, powerful POS printing with front exit and spill-proof shield, meaning that if a drink falls directly down onto the printer, it splashes harmlessly off the surface and the print continues uninterrupted from the front exit. With print speeds of up to 200mm/sec and high resolution output from a tough, long-life thermal print head, the CT S651 provides speed and quality, while an integrated power supply keeps the area around the printer tidy and safe.

Meanwhile, the CT S851 offers all this and more, with an easy-to-read display and even greater speed, making it ideal for venues that deal with high throughput, such as pubs and fast food environments. The CT S851 is the world's fastest, feature-rich POS printer for hotels, bars and restaurants. Running at speeds of 300mm/sec, the spill-proof CT S851 machines are typically 50% faster than competing models, making them ideal for use in busy hospitality environments where rapid customer service is crucial.

Ease of use is improved still further through the use of quick loading media facilities, with paper rolls normally taking just seconds to replace and long life thermal heads and cutter units being snap-in devices, eliminating the need for tools or the services of a technician. In the event of a problem, maintenance can be carried out via the menu, where enhancements such as self-retracting cutters can swiftly be controlled, returning the unit to operation in the minimum timespan.



*The CT-S851 has all the features of the CT-S651 plus the customisable LCD and the upgraded speed, making it the perfect option for more busy environments. Both printers offer an excellent protection, for both paper and printing mechanism. This allows the printers to work longer and better even in extreme situations.*

Front exit printers benefit POS environments beyond hospitality, too. For example, in a bakery the atmosphere – and often the hand of the person that takes the output from the printer - is constantly contaminated with flour and breadcrumbs, which penetrate a top exit printer. Similarly, in a garden centre it's all too easy for soil to contaminate the printer. The result is often not only a reduction in print quality but the destruction of the print head and/or cutter, meaning unwanted delays for customers and potentially lost sales. However, with a front exit printer, these issues can be avoided.

The CT-S651 and CT-S851 printers represent an important step forward in hospitality, the latest in a successful series of Citizen printers that blend exceptional quality and specification with high print speeds. With integrated LCDs and a wide range of features, these printers are helping hospitality businesses to provide better, faster service for their customers.

## Featuring printers:

### CITIZEN CT-S651



High speed POS printer w/front exit:

- Front exit,
- High speed print (200 mm/s),
- Easy operation and maintenance,
- Flexible cutting - full or partial
- Low space requirement.

### CITIZEN CT-S851



High speed POS printer w/front exit:

- Front exit,
- Fastest in its class (300mm/s)
- 2-colour, LCD display,
- Easy operation and maintenance,
- Flexible cutting - full or partial
- Low space requirement.

## About Citizen Systems Europe

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specializing in label, barcode, portable, point-of-sale and dye-sublimation photo printers. In each case, the company's products are sold and supported by a network of specialized partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organization that manufactures products ranging from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing systems to machine tools, quartz oscillators, LEDs and other electronic components.

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