

Citizen CL-S321

Plug 'n' Print



Who we are?

With more than half-century history, **Citizen Systems** is an expert in label, portable, point-of-sale and photo printing.

Having rich traditions in innovation, Citizen assures high performance, precision and perfection for its products.



Meet the CL-S321

- Entry level THERMAL TRANSFER 4" printer
- ONLY Citizen product with EPL2 emulation
- Minimal training, easy to use and to support
- Compact and efficient design



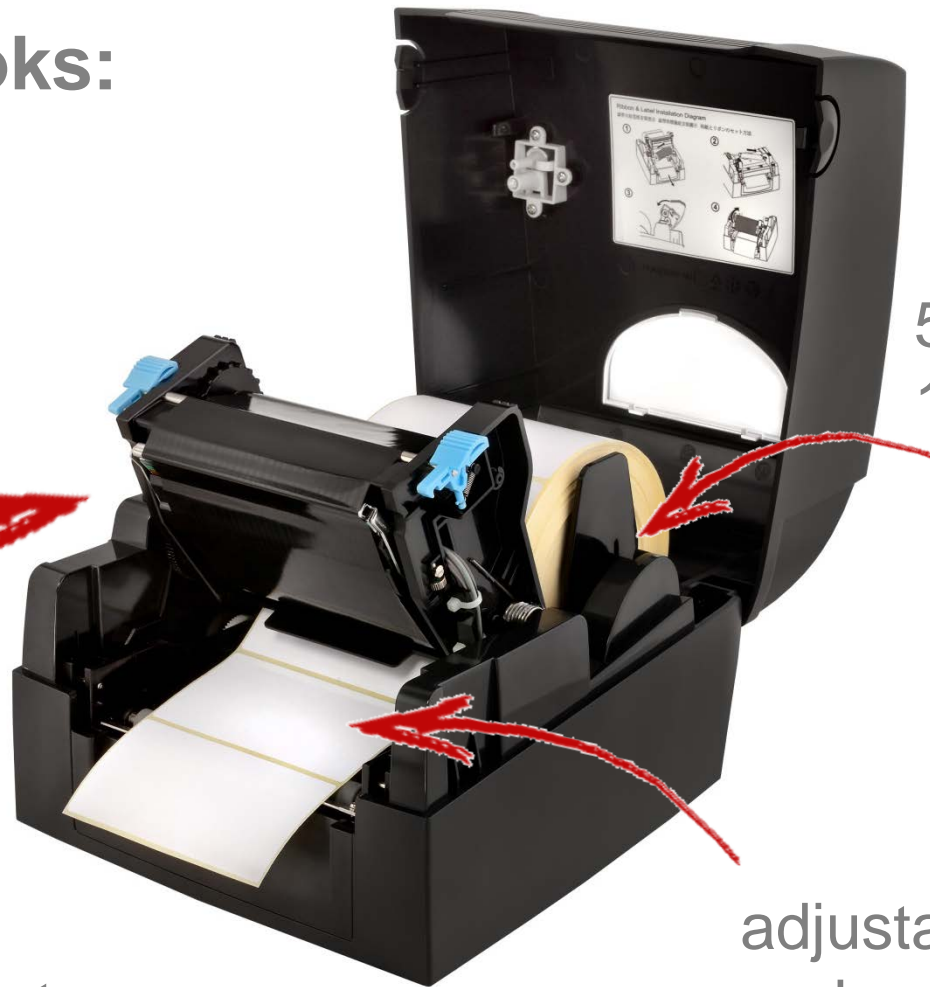
How it looks:

One indicator LED
One FEED key



Media window

How it looks:



5" Rolls Max Size
1" / 1.5 " Core Size

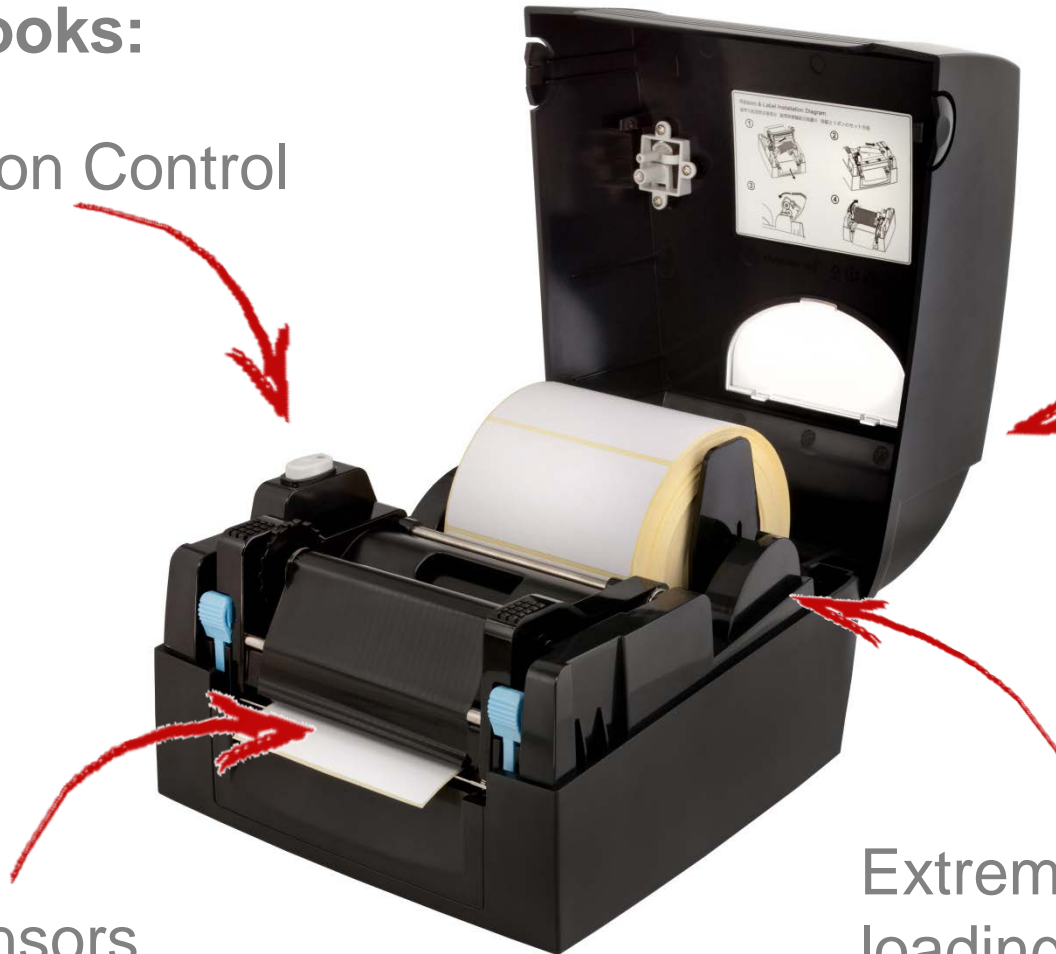
110m ribbon
perfect for low to
medium duty printing

adjustable in thickness
and media width

How it looks:

One Button Control

Quality
Plastic case



Fixed Sensors
(label and black mark)

Extremely easy media
loading

How it looks:

On / Off
switch

External
PSU

External
paper inlet

USB 2.0

Serial RS-232

Ethernet 10/100



Going into details...



- **Print Speed** 4 ips, 102 mm/sec
- **Technology** Thermal Transfer and Direct Thermal
- **Resolution** 203 dpi, 8 dots per mm
- **Print Width** 4.25 inch, 108 mm max
- **Media Width** 1 to 4.64 inches (25.4 to 118 mm)
- **Min/Max Thickness** 0.003 to 0.008 inches (0.06 to 0.2 mm)
- **Flash** 8 Mb Flash, 16 Mb SDRAM

Going into details...



- **Interfaces** USB 2.0, RS-232, Ethernet
- **Emulations** EPL 2
- **Panel** One LED, Control Key : FEED
- **Ribbon Size** 1.57 inches (40mm) maximum diameter,
110 metre length, 0.5 inch (12.7mm)
- **Ribbon Winding & Type** Ink side out. Wax, wax/resin or resin type
- **Drivers** XP®, 2003, 2008, Vista™, 7 and 8
- **Printer / Head Warranty** 2 Years / 50 km or 6 months

Citizen Thermal Transfer Range

Good= CL-S321



Good print speed
203 dpi

Ethernet as Standard

Hard Plastic
Construction

Entry price level



Better = CL-S621



Good print speed
300 dpi option

Wireless option

Metal Mechanism

Accessible price level



Best= CL-S700



Fastest print speed
300 dpi option

Wireless option

Metal Mechanism

Medium price level

Price and availability

- SSP = 435 €
- SSP UK = 375 £
- Order Number : 1000839
- First shipments arriving
in September 2013



Where to use the CL-S321

The ideal printer for medium volume usage:

- Retail
- Healthcare
- Pharmacy
- E-Seller
- SME/SMB



CL-S321 benefits for the end user...

- Good performance at an economical price
- 4 IPS Print speed, compact design, one button technology
- Works with existing applications
- Thermal Transfer and Direct Transfer at an entry level price
- Reliable and efficient designed
- Minimal training due to simple use of printer
- Optional warranty up to 5 Years

CL-S321 benefits for you...

- Brand with strong market reputation
- Citizen Marketing communication
- Perfect for customers looking for a great printer at an affordable price
- Optional warranty up to 5 Years
- Just one SKU – No Options available



Want to order or get more information?

Please contact the Citizen Marketing Team...



marketing@citizen-europe.com

+49(0)711 3906 423