

# CITIZEN



Citizen CLP 521

## Big On Features Small On Price



*Metal clamshell mechanism for strength, reliability and ease of use*

*Parallel, serial & USB as standard; Network and WiFi options*

*Direct thermal 203 dpi with internal 5-inch media roll*

*Compact design with internal power supply*

**Better. Believe It.®**

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## Citizen CLP 521

It has always been Citizen's tradition to produce unique and innovative label printers and the CLP 521 is no exception.

Even though the CLP 521 is aimed at the entry level and desktop printer environment, it is packed full of features and options usually only found on high performance machines.

However, in a world where price is the key to so much, Citizen have used their skills in precision manufacturing to produce a high performance printer that the bank manager will also like.

### Metal mechanism for reliability

Another tradition for Citizen has been its clamshell mechanisms. Often emulated (but never bettered) our engineers worked tirelessly to develop a newer and even simpler system.

The mechanism still uses an all-metal construction for the clamshell to make sure the printer is reliable and precise. The printhead can be raised to the vertical position for easy cleaning and servicing and the cleverly designed media arm includes an adjustable media sensor.

The colour-coded operator levers within the printer are designed to make set up easy, quick and efficient and the printer can be configured easily by the Vue-Print™ menu system developed by Citizen for other printer in its range.

### Standard Connectivity: Parallel, Serial and USB.

Its also inevitable that a label printer must be able to connect to all types of computer systems. Traditional serial and parallel ports are still very popular in the market as are the newer USB, high-speed parallel and, of course, ethernet and WiFi.

- ♦ Parallel IEEE1284 as standard
- ♦ RS232C serial as standard up to 115,000 bps
- ♦ USB as standard

The **Ethernet** and **WiFi** boards can be installed in minutes without removing any covers. As they are internal options, there is no concern that they can get broken or damaged and they do not increase the printer's footprint either.



CLP 521	
Technology	Direct Thermal Printing
Resolution (approx)	203 dpi, 8 dots/mm
Print speed (max)	4 inches/second, 100 mm/s
Fonts TrueType download	1 Scalable, 8 Bitmap Supported as standard
Media types	Roll or fanfold media; continuous or perforated; die-cut labels, tags & tickets
Media sensing	Label gap, notch or reflective
Moveable media sensor	Standard
Media width (min-max) Media roll size (max) Media thickness	0.75 - 4.65 inches, 19 - 118 mm 5 inches, 125 mm (internal) 0.0025 - 0.01 inches, 0.635 - 0.254 mm
Print width (max)	4.1 inches, 104 mm
Print length (max) Label length (min)	32 inches, 812mm 0.50 in, 12.7 mm
Interfaces IEEE1284 parallel RS232C USB Ethernet WiFi	Standard Standard Standard Optional Internal Optional Internal
Mechanism & Case type User interface	Metal clamshell mechanism with plastic case 4 buttons + 4 LEDs + VuePrint™ Menu
User memory SDRAM on-board Flash on-board	8Mb 2Mb
Windows drivers Label design software	Free-of-charge from dealer or web site Free-of-charge from dealer or web site
Options & accessories	Autocutter Peeler External rewinders Ethernet & WiFi interfaces, see above
Size (WxDxH) Weight (approx)	224x288x180 mm 3.6 kg

### Internal PSU

Many other machines available on the market have an external power supply which can be kicked or damaged or even simply unplugged by mistake.

The CLP 521 doesn't compromise here either with a high performance integrated internal power supply for for hassle-free printing and reliability.

### ADES

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