



Retail

Wireless Mobile Label Printing



Mobile Printing Applications

Forward thinking retailers are appreciating just how significantly wireless and mobile printing technology can make shopping a more enjoyable experience for their customers. Zebra's QL 320 mobile printers are providing retailers with a flexible solution that saves time and improves customer service. A leading chain of U.K. department stores was one of the first to recognise that switching to using wireless mobile printers instead of a central printer would easily solve one of their major problems.

The Problem

Typically new products would arrive into a specific department within the store for putting out onto the shop floor for sale. Any products not correctly labelled with the barcode and price label would be placed in the back office until labelled correctly. The same would happen to products already on display without a label due to damage.

To request new price labels, a sales assistant would complete a new ticket request form and take it to the store's central ticket department where the labels were printed. Depending on the capacity and workload of the ticket department, the new label would be printed and placed in the mailbox of the department that made the request. There was no way of knowing when the labels were ready. Consequently, the sales assistants would periodically walk to the ticket office to check the status of the request labels.

Once the labels were back in the department, the store assistants had to spend time matching the right product with the right label, locating the product, labelling it, then transferring it to the shop

floor. The same process was used for any new labels required, e.g. for reserved stock items or special order items.

The old system was inefficient

- Time was wasted walking to and from the ticket department each day.
- Time was wasted in locating the product to be labelled, applying the label and placing it out on the shop floor.
- Potentially sales were lost due to a delay in putting the stock out for sale.
- It was liable to delays at the checkout for incorrect/missing barcode labels resulting in queues.

The Solution

By integrating the existing installed base of terminals: Telxon 960SL (wireless LAN connected), QL320 wireless printers with labels, and label application software on the terminal, the stores now have a truly mobile labelling system. Users are able to print real time data in the form of prices and bar codes anywhere within a store.

The Benefits

- Reduction in response time to label-up new products means they are out on sale faster, and sales assistants have more time to spend with customers.
- Connection to the wireless network ensures accuracy of the labels and reduces delays at the checkouts.
- The cost savings are such that they estimate it will take only 20 weeks to repay the investment.

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Solution technology...

IBM Host
Cisco 802.11b WLAN
Telxon 960SL terminals with LAN connectivity
QL 320 mobile printers with 802.11b connectivity

For further information on Zebra products or to find a local supplier, visit the Zebra website or contact us at:



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