American Leather Ensures On-time Delivery with Cognitive
Top Furniture Producer Supercharges its Shipping System with XML-enabled Barcode Printer

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Pat McCoy, IT Manager,

American Leather

Company: American Leather
Industry: Furniture
Headquarters: Dallas, TX
Number of employees: 350
Year started: 1990
Solution implemented: Cognitive's Advantage XML-enabled Printers

Customer Profile: Founded in 1990, American Leather was recently listed in *Inc. Magazine*'s "Inc. 500" as one of the fastest growing corporations in the United States. The company manufactures and ships custom-made leather furniture worldwide, and it shows its line of traditional, transitional and contemporary furniture in High Point, North Carolina High Point, San Francisco and at the company's factory in Dallas. American Leather uses only the finest quality, top grain hides available. They partner with premier furniture dealers, giving customers the opportunity to select from many styles, frames, leather grades and colors.

Shipping is the Business Lifeline
Because each American Leather furniture piece is made to order, the organization employs sophisticated production, inventory, ordering and shipping systems. Just as with other competitive manufacturing businesses, shipping is the company's lifeline. American Leather has built a solid reputation for creating well-crafted furniture tailored to the customer's exact specifications while maintaining fast, reliable delivery. After the company switched to an Oracle-based inventory management system and a Mobile Supply Chain Application (MSCA), the team found itself facing a significant problem: Their existing barcode and printing system was no longer adequate. American Leather found itself in a tight spot and needed immediate support to quickly upgrade to a label printing solution that supported their Oracle system.

Designer Labels with Cognitive's XML-enabled Printers
To fill the gap, Patrick McCoy, IT manager for American Leather, reached out to a list of barcode printer suppliers for help. After conducting its research, American Leather found that the team at Cognitive Solutions was very supportive and offered a premier XML-enabled and Oracle-friendly barcode printing solution. Looking to meet American Leather's quick deadline and business-critical need, Cognitive Solutions worked hard to fast-track its product certification process with Oracle. Within days, Cognitive Solutions earned the certification and became a part of the Oracle PartnerNetwork.

As a certified member of the Oracle PartnerNetwork, Cognitive's solution includes label formats supported by Oracle systems for a direct connection, as well as immediate and effective barcode and label printing capabilities. In fact, in less than five days of placing the initial call to Cognitive, American Leather had two Cognitive XML-enabled printers up and running in their production facility.

About Cognitive

Established in 1986, Cognitive Solutions has a history of introducing innovative products to the industry. This spirit of innovation continues today with the introduction of its Compact Industrial Printers™ and its line of XML and RFID HF enabled printers. Its commitment to delivering quality and service products and customized and standardized media and consumable solutions continue. Cognitive is well positioned to provide a variety of solutions to meet the needs of the customer worldwide and across all industries.

For more information visit www.cognitive.com or call 800.451.9874.

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American Leather Can Sit Back and Relax

With Cognitive's solution, American Leather can quickly and cost-effectively create shipping labels for its furniture pieces. The company is using its Cognitive XML-enabled system to produce 100 shipping labels per day. To keep up with a high-volume of orders, American Leather is also using Cognitive's Advantage LX series printers to produce another 600 labels per day.

Seamlessly integrated with Oracle systems, Cognitive's XML-enabled printers have a direct connection for bar code label printing with no additional middleware or programming required. Because there are no gaps or kinks in the system, American Leather products are delivered to customers and to retail outlets such as Pottery Barn, Crate & Barrel and Macy's on time and as expected. With the success of Cognitive's XML-enabled printers, American Leather hopes to expand its adoption of Cognitive printers in the fall. McCoy and his team plan to use the Cognitive Solutions line to print barcode labels for their in-depth production process, inventory possessing, and Electronic Data Interchange (EDI) transactions.

The Cognitive Advantage

- Unlike mammoth vendors in the industry, the Cognitive team is extremely agile and responsive and is 100 percent committed to customer success. American Leather had its Cognitive barcode and label printer up and running in less than five days after placing an initial inquiry call.

- American Leather saved time and money because no expensive third-party integrator or middleware component was needed to connect its printers to their Oracle systems.

- The small footprint allows American Leather to have multiple placements within one system for increased productivity.

- Cognitive printers provide a low cost of ownership.

- Cognitive barcode and label printers are rugged and reliable, making them perfect for American Leather's fast-paced manufacturing environment.

"We were quickly forced to change our thinking about our barcode and labeling processes when we switched to Oracle systems," said McCoy. "Thanks to Cognitive's XML-enabled printers and great support, the transition was easy. And we avoided any slowdowns or problems in our receiving department, which can have a huge negative impact on the bottom line."