

SHELVE IT! PRICE IT!

Retail Chain Expedites Floor Operations

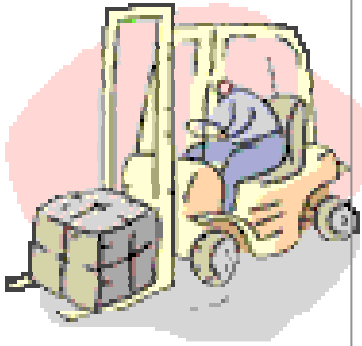
A major discount retailer was spending too much time changing prices and wasn't getting the scanning accuracy the retailer required. In addition to the risk of running afoul of various state laws that require a certain percentage of items be marked and scanned accurately, this retailer faced increased cost implications by price changes implemented inconsistently between hundreds of stores across the USA. The retailer needed a way to print new shelf tags and item price tags faster, easier and provide more accuracy at the point of sale.

The Cognitive Solution

At each store in this large retail chain, a price change team is issued Code Ranger portable printers, wireless scanners and a standard shopping cart. Each person is assigned a list of products and price changes. The retail store team member scans a product, prints the appropriate number of labels and applies the labels to the products. To print new shelf tags, the team member swaps media in the portable printer and prints the shelf tags.

Because this application required the printer to print more than one type of media (labels and tags), swapping media had to be quick and easy. The clamshell media door, **first invented by Cognitive in 1992**, was a key benefit. Additionally, the Code Ranger battery lasts a full 8 hour shift and features a power-saving mode that assures maximum print power and minimal downtime. The fast batch-printing operations enables a team member to print any number of price labels at once, or print a single shelf tag, depending upon the requirements.

The key feature of the Code Ranger was the lightweight and large media capacity. Team members will either carry the printer or push it in the shopping cart all day long. The exceptionally lightweight, 1.5 lbs, printer reduces fatigue and increases efficiency. Code Ranger offers the largest media capacity of any printer in its class, with over 1000" of label material capacity. The easy-to-use LED explains everything a user needs to know about the printer, including warning when the battery may be running low.



The Winning Benefits

The Code Ranger won out in a head-to-head comparison with other portable printers because of its small size, superior print performance, large media and battery capacities. Initial printers are standard serial cable model with the option to upgrade to 802.11b RF forthcoming. Versatility and upgrade-ability are among the industry leading benefits of the Code Ranger portable printing solution.

- Fast print speed, 4ips
- Faster label processing time, 30% faster vs. competition
- Uses existing media and takes larger label size rolls
- Improves efficiency and saves \$\$ vs laser printer: no walking up front/back of store to grab print media, no media misfeeds
- Printer cable strain relief is ambidextrous and can be cabled to sit on either the right or left hand hip of a user
- Large label capacity
- Excellent service
- Versatility of the printers, used in other applications within the store, including pharmacy and receiving operations

Labels and Tag Media

The customer chose direct thermal media because the labels are extremely cost-efficient and versatile. Price labels have a short lifespan and need moderate abrasion resistance. The Code Ranger has a 1000" capacity for the 2" wide labels, enough to last a full day without changing rolls. Shelf tags require moderate durability, black bars for index sensing and a slit for easy separation. The barcodes must be scannable on the first-pass with a very dark print.

Ready for the Future

Each store is upgrading from 900Mhz to an 802.11b network with handheld terminals that communicate with a central computer system. Inventory is updated daily and orders are placed automatically. To save money, the retailer chose Code Ranger printers without RF, but ready for the RF expansion. Additionally, Code Ranger's modular design enables the battery to be upgraded to new, more efficient battery technologies as they become available without having to replace the entire printer. Code Ranger wireless printers are a sure fit for a variety of retail applications for this large retail customer and will grow with the customer for years to come.