




"The Cognitive printers are extremely reliable. Most companies have to replace their office equipment, such as PCs, on a regular basis, but we have never had to replace the Cognitive printers. We have also been extremely impressed with the excellent sales/technical support that has been provided to us over the years," said Keith Clarke,
Store Systems Specialist for
Timberland

About Timberland

2005 Revenues: \$1.6B
Employees: 5,600+ globally
Retail stores: 220+
(78 in U.S., 42 in Europe and 102 in Asia)
Founded: 1955 as the Abington Shoe Company, became The Timberland Company in 1978
Headquarters: Stratham, New Hampshire
Publicly traded: "TBL" on the New York Stock Exchange (NYSE)
URL: www.timberland.com

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Global Footwear and Apparel Manufacturer and Retailer Relies On Cognitive's Advantage Printers to Automate their Merchandise Ticketing Process

SCENERIO The Timberland® Company is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors. The company sells their products worldwide through leading department and specialty stores as well as Timberland® retail stores. The company was named FORTUNE magazine's "100 Best Companies to Work For" for in 2006, which marks the ninth consecutive year on the list.

BUSINESS CHALLENGE Timberland made the decision to purchase the Cognitive Advantage printer to print merchandise tags at each of their retail outlets around the globe. The company currently tickets product at their various warehouse locations, and then boxes and ships the merchandise to the individual Retail stores. The goal for Timberland was to allow store personnel the ability to perform this same function at the Retail store level to accommodate the ticketing of merchandise with lost/missing tags, and the re-ticketing of merchandise for upcoming Retail store sales promotions.

SOLUTION Cognitive's Advantage printer was selected after comparison research of other brands including Monarch, Zebra, Intermec and Avery. Cognitive was chosen because the printers had a small footprint that could easily fit into the back office of each retail store. Since Timberland® retail stores are about 5,000 square feet, the majority is used for selling space and to stock inventory. The back office is small, with limited capacity for office equipment. It is also used for multiple purposes, namely the employee break room, where items can be knocked around quite a bit so durability was another factor to consider. Another factor of consideration was the printer's ease of use since there would be many different levels of employees using the printer, from assistant managers to stock room personnel. The Cognitive printers addressed all of the company's needs and implementation began immediately.

TESTIMONIAL "We have custom stock made for our merchandise tickets, for both its size and weight as a result, we needed assistance from Cognitive sales support to help us resolve an issue regarding uneven print quality on the left side of the ticket. Cognitive added a spring to put more tension on the print head and the issue was quickly resolved. Currently Timberland purchases new Advantage printers from various outside vendors and the installation of the additional spring is installed by the respective vendor before the unit is shipped to the designated Retail store location, thus making installation of the new device as simple as "Plug and Play".

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