

PRINTING COMPANY USES BAR CODE PRINTER TO SATISFY NEEDS OF SHOE MANUFACTURER

COMMERCIAL PRINTER

UNITED STATES



industry

SERVICES

applications

POINT OF SALE • INVENTORY CONTROL

situation

A printing company in the Pacific Northwest provides commercial labels, forms and documents for a variety of customers.

critical issue

In one application, the commercial printer was trying to satisfy the needs of a shoe manufacturer that sells high-quality shoes and boots. The footwear manufacturer needed a large volume of shoe box labels which would be affixed at its distribution center, prior to shipment to retail stores. Unfortunately, the shoe manufacturer would frequently reject the bar coded labels provided by the printer due to their poor print quality. In addition to requiring a very high quality shoe box label, the shoe manufacturer had established a rigid specification: 4" x 6" size, flood-coated light brown and pre-printed with other information pertaining to that particular pair of shoes. The shoe manufacturer also wanted to include text on the label in Futura font, as well as a drawing of the shoe, and bar coded information for tracking inventory and sales.

reasons

The shoe manufacturer believed that high-quality labels on the shoe boxes would help to generate retail sales. The bar code label on the shoe box was perceived not only as a means of tracking inventory and sales, but also a marketing opportunity for selling the shoes. Since the shoes were expensive, the manufacturer wanted everything associated with the product, including the label with the picture of the shoes on the outside of the box, to exude a high level of quality.

vision & capabilities

The commercial printer wanted a high-resolution bar code printer with enough flexibility to print different font types, varied label sizes, and precise graphics, including finely-drawn pictures of shoes. But the commercial printer also needed the bar code printer to be a workhorse, capable of meeting the high throughput required for printing enough shoe box labels to meet the required volumes of a retail market.

intermec solution

Intermec provided the commercial printer with the 3440 406 DPI Direct Thermal/Thermal Transfer Bar Code Printer, which offered all of the features the application required: 4.4" print width; very high print resolution (406 DPI); local service to assure constant printer uptime; the ability to accept a downloaded TrueType font such as Futura; and fast throughput. Also, the printer is able to print complex graphics, such as shoe diagrams.

benefits

The commercial printer was able to exceed the demands of a large and important customer on a lucrative contract. This not only prevented the shoe manufacturer from taking its business to another commercial printer, but also gave the commercial printer the capability to pursue other jobs requiring high-resolution bar code labels.