



NEW BAR CODE PRINTER NAILS DOWN LABEL PROBLEMS FOR DISTRIBUTOR

JETT SUPPLY
PUEBLO, COLORADO
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industry

DISTRIBUTION

applications

POINT OF SALE • PACKAGE LABELING

situation

Jett Supply is a division of Cameron Ashley Building Products, Inc. and is a warehouse distributor of nails. Jett Supply is best known in the building products industry for its high quality and wide variety of industrial and residential nail products. The company employs approximately 50 people in Pueblo, Colorado.

critical issue

Jett Supply's parent company wanted Jett to improve the print quality of bar code labels attached to the nails' retail boxes. Corporate headquarters wanted high quality bar code labels with sharp, clear graphics of various nail designs. The corporate marketing department believed that better graphics, including better pictures of the nails, would result in improved retail sales due to better presentation of the product in building supply stores. A separate critical issue was the fact that Jett Supply's order volumes were increasing, and their old printer was unable to keep up with the demand for bar code labels.

reasons

Jett Supply was using a 200 dots-per-inch (DPI) printer. Many of the labels produced by the printer were scrapped due to smudging and blurry graphics. Also, the old printer was incurring high maintenance costs as Jett Supply did its best to keep the printer on-line to keep up with demand.

vision & capabilities

Jett Supply wanted a better bar code printer that would print clear, high-quality graphics of various nail types. It also wanted a robust, low maintenance printer that was fast enough to meet the growing volumes of nail shipments.

intermec solution

Jett Supply acquired the Intermec 3440 Direct Thermal/Transfer Bar Code Printer. The high-resolution 406 DPI printer provides Jett with clear graphics and fast label throughput for labels up to 4.5 inches wide. Additionally, for the infrequent servicing required, Intermec's Platinum On-site Service Agreement provides Jett Supply with rapid on-site support within eight working hours.

benefits

Although bar code label volumes have doubled since the MODEL 3440 was installed, Jett Supply has been able to satisfy its corporate mandate and produce high-quality, high-resolution graphics for retail packaging of its nail products. Corporate marketing believes clear presentation of the company's nail products will ultimately result in higher retail sales.