

SUCCESS STORY

Overview



Industry / Branch: Retail / Department Store
Solution: Customer Receipts / Ticketing
Hard-/Software: HT200e (with battery)
Linear Barcode Scanner

Project

The Customer

Looking back on 75 years of existence, this exclusive department store offers a variety of consumable goods, as well as a large collection of women's and men's wear, young fashion, children's clothes and underwear at 4 different locations in Germany. Customer service and well being are their major concerns. Each customer can expect friendly and competent consultation, as well as an attractive service offering.

The Application

During their shopping, customers can hand the articles that they want to purchase to a shop assistant. This way, they have their hands free to look for further items without having to carry everything around with them. All the merchandise put aside can then be collected and paid directly at the central cash register at the end of the shopping experience. This solution has been very well accepted by the customers.



All the clothes are labeled with swing tickets. Until now, the customer simply received a small part of the ticket as a receipt, which was marked with a reference number and the signature of the respective salesclerk to allow the correct match of merchandise and customers at the check-out. Due to the increased import of foreign fashion, which is not labeled with this type of tear-off tickets, the store needed to find a new solution for continuously offering this service to their customers.



The required ticket receipt had to include the following information:

- 1. Customer Logo
- 2. Salesclerk ID
- 3. Price
- 4. Barcode
- 5. Store Coordinates

Solution



180 Micron Carton

SATO's HT200e is ideally positioned for this kind of in-store labeling solution. With this smart standalone printer, a ticket with all the relevant data can be printed on demand, so that the customer can be provided with a pick-up receipt on the spot.

The HT200e does not require a separate PC connection, but can directly be connected to a barcode scanner. This way, the shop assistant can scan the barcode of the selected item and duplicate the original ticket. As the HT200e can be used cable less with a battery and only weighs 2.5kg, it is a perfectly mobile tool for salesclerks who do not have a fixed position in the store, but need to move around the store to serve and consult customers.

Benefits

HT200e - Key 'N' Print!

As SATO's HT200e is ready to print at the touch of a button, labels can be printed directly where they are needed, e.g. at the POS.

With end-users in mind, this printer is easy to use with its preset formats, a large LCD screen for easy reading and offers an automatic calculation feature. The HT200e comes with enough memory to store 300 presets for Key 'N' Print operation. Need more storage for your custom presets? Just add an external SRAM memory card that instantly lets you store an additional 1000 presets or 2000 presets (1MB card or 2MB card respectively).

AC operation is a standard feature, but with the battery option installed, you can carry the printer out to the field for quick and easy price label printing in supermarkets and other premises. An optional barcode scanner can be connected with the new HT200e to offer greater convenience. A label design application is also offer to you for online printing thru RS232C interface.

- Portable thanks to battery option (only 2.5kg)
- Easy connectivity with barcode scanners
- Fixed & free label formats
- Different font types
- Easy handling
- Large LCD display
- Integrated label dispenser
- 2-color label printing
- Preset-function for automatic label print