

## **New Label Printer reduces Fashion Sale Preparation by 50% in House of Fraser**

The new HT200e installed in House of Fraser Dundrum has managed to reduce sale preparation by 50%. With the introduction of the stand along label printer staff have more time to spend with customers and other duties. The store carry out in store promotions throughout the year and two main sale times, therefore the speedy and efficient mark down of items is integral to business efficiency. Prior to the introduction of the printer staff carried out manual hand written mark downs.

The management were introduced to SATO, a specialist manufacturer of data collection and labelling solutions who are known as the Pioneers in Labellers & Barcode Printers. PC Cubed are distributors of the SATO range in Ireland. SATO set about establishing exactly what results management wanted through investing in mobile label technology. The HT200e was introduced to the company. This stand-alone label printer is the latest innovative application for retail. It was designed with the end-user in mind, the printer is easy to use, has ready-made formats, automatic calculations and touch-of-a-button printing. The simple loading of labels, fold away handle and choice between mains power or battery makes it easy to install and effortless to maintain. This stand alone printer was the perfect solution for House of Fraser.

There is no need for a PC with the HT200e enabling staff to carry it around the store. House of Fraser use the HT200e to price change a volume of Items at Sale times, or on going price reductions throughout the store. This has cut out the very labour intensive job of price changes at sale time. It now allows staff more time on the shop floor assisting customers. The system also produces ticketing for cosmetics to display the WEEE charge of electricals which is now a requirement under the recently introduced WEEE Directive. "The process of using the printer has cut labour costs on sale preparation by half which is a great return for House of Fraser" stated Steve Clarke Operations Director for House of Fraser

The staff have found the printer simple to operate and robust. The labels look very well and it is easy to manage. The system is now used daily throughout the store. Commenting on the solution Jean Ann Taylor, Store Manager stated "Excellent cost effective method of label production which saves valuable time with our sale preparation in store". It has reduced Fashion Sale Preparation time by 50% and is a great method of meeting Irish Legislation on Weights & Measures for Cosmetics (price per 1000ml price point), Tickets produced for WEEE legislation have saved the need for significant investment in IT solution through our own EPOS system.

### **About House of Fraser**

House of Fraser is a department store retailer with 68 sites in the UK and Ireland. The company was established in Ireland in 2005 with the opening of the Dundrum shopping centre. The store carries a wide range of clothes and accessories and has a massive customer base in Ireland. A large part of their marketing is direct campaigns highlighting in store promotions and what's on offer. The appearance of the marked down items and on sale items is crucial to the House of Fraser look and feel and their continued success.

### **About PC Cubed**

**PC Cubed's** Sole Business is derived from Distribution contracts with hardware manufacturers. We are a trade only niche distributor of a comprehensive range of hardware solutions and local support services for Electronic Point of Sale, Mobile Computing and related IT Products. PC Cubed has been providing hardware solutions to Ireland's leading EPoS integrators throughout the 32 counties successfully for just over 11 years. PC Cubed partners with only the best manufacturing companies to serve our installers both north and south with a range of innovative, hardwearing and cost effective solutions.

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