

OKI'S PARTNERSHIP WITH PIERHOUSE IS JUST THE TICKET FOR UK RETAILERS

Retailers are increasingly looking for solutions that will increase operational efficiency and increase sales revenues while also providing a better service to their customers. This is exactly what Pierhouse delivers with their net tickIT solution which drives the in-store printing of tickets and point of sale (POS) as well as providing full content management. Net tickIT is also linked to other media such as electronic shelf edge labels to ensure that all in-store customer marketing is accurate and on brand. The benefit is that all in-store customers will be able to easily see all prices, products and offers and retailers can grow sales revenue.

Finding a Partner

As net tickIT can produce thousands of tickets or POS artworks every hour it was important for Pierhouse to partner with a company that offered high speed and reliable printers so that Retail customers can depend on the total solution to meet their needs.

Leading printer vendor, OKI Printing Solutions fitted the bill perfectly providing the type of robust and high-performance devices that are vital in retail and also brought its extensive retail knowledge and expertise.

"Today's retailers are looking for print-on-demand at store level and want to be able to generate fast, high quality POS, that is accurate and most importantly super flexible in terms of media size and density throughput," says David Jenkins, business development director, Pierhouse. "With OKI's help, we are able to deliver this"

Reaping the Rewards

Using net tickIT with OKI printers means the whole process of creating and printing POS materials in the right size for each specific store can be completely automated. Head Office gets the management information and production tools it needs and stores get a simple to operate in-store printing system.

Pierhouse has calculated that by using OKI's high speed and reliable printers in conjunction with net tickIT, retailers can save up to 25 per cent of their current printing



costs. This is achieved by only printing what is needed, getting it used in-store faster; reducing running costs and reducing error rates.

Pierhouse and OKI estimate the jointly marketed system can deliver up to 70% savings on reprint costs for individual stores, a return on investment for in-store mono printing of between three and 12 months, and five to 16 months for colour. Individual store planograms can also be generated to speed up POS installation which also generates savings in time, resources and operations costs.

"Another important benefit of the OKI printers is the flat paper path that takes varying sizes, thicknesses and types of materials," adds Jenkins. "Waterproof and tear-proof media can be used to avoid labels being damaged by ink running, particularly important, for example, when positioned in fresh produce and deli areas of a store."

Key product lines used by the Pierhouse system OKI's C5000, C800 and C9000 series of printers. All come with between six and

14 'in-box' utilities, which together help to manage and control output, report on toner levels and advise who is printing what, when, for example. This is key to supporting net tickIT's integrated reporting system, which enables the management team at head office to see whether or not individual stores have correctly actioned POS print requirements.

Answering Retailer Needs

So, with the UK retail sector being increasingly competitive, the sort of point of sale and content management solutions that Pierhouse and OKI can deliver together will continue to be crucial. In particular, such systems will have a key role to play in helping retailers to deliver the kind of flexible and fast in-store messaging that helps to drive sales and positively impacts on the bottom line.

OKI
PRINTING SOLUTIONS