

Dixons

Invest £450k, save £1m every year



Warehouse picking staff using the Zebra QL320 mobile printer

Requirements

- Accurate stock picking
- Consistent display
- Increased productivity

The Solution

- Voice picking
- Mobile printing
- 20 million labels
- Full support

Benefits

- Staff concentrate on selling
- A better shopping experience
- Cost savings

About Dixons Stores Group Limited

Dixons Stores Group Limited (DSG) is the UK's number 1 electrical retailer operating from 1,400 retail outlets across the UK and mainland Europe. The UK branded chains include Dixons, Currys, PC World and The Link. With 35,000 employees and a £5 billion turnover, the business is in perpetual development.

The PC World chain is the market leader for business and personal computing, selling a vast range of hardware, software, peripherals and accessories.

Requirements

The customer experience is central to maintaining brand awareness and ensuring loyalty. It's vital that products are always priced correctly and located on the right gondola, shelf or floor space. This ensures that key staff can concentrate on processing sales.

Each PC World store was responsible for locating products, producing and applying price labels. This activity was time consuming and the opportunity for error high. Products were often displayed or priced wrongly.

DSG decided to redesign their in-house distribution operation, to provide an enhanced 'shelf ready delivery' that would enhance store efficiency.

The Solution

Since The Barcode Warehouse were already providing DSG with printer solutions, on-site support, labels and consumables for other projects, they were approached to develop and implement a solution.

Following development work, a mobile printing application using Zebra QL320 units, was provided. The printers were to be used at the pick face in the distribution centre to produce price labels at the point of pick for each PC World store order. The label data was passed from the in-house Warehouse Management System (WMS), through a voice-picking unit, into the Zebra QL320 printer.

Pricing the product at point of pick meant that the correct price was applied in a uniform place on each product, every time. The label also included the merchandise area code for location within the store. Providing this level of detail meant the stores could display products correctly and much more quickly.

During the development of the solution, adjustments were made to the printers and the price label media to enable a trouble-free 'peel and present'.

A total of 80 Zebra QL320 printers were supplied, along with an annual quantity of 20 million labels, plus the installation of three production line print and apply applicators.

Specific products identified and used for the project included:

- Zebra QL320 portable printers
- 20 million thermal labels per annum
- High performance Print and apply applicators

Benefits

DSG recouped their investment within six months. Transferring activity from the stores to the distribution centre had a net effect of reducing store costs annually by £1 million. The total project's capital outlay inclusive of the operational changes within the distribution centre and the working practices in store was around £450k.

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WAREHOUSE
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