

## Improving speed and reliability of consignment notes and bundle labels on magazine packing lines



The Citizen CLP 8301 in situ on a 'TOP' magazine packing line.

### Requirements

- Reliable and quick printing solution
- Reduced cost of ownership
- Up to 20 million A4 sheets per annum
- Up to 13 million labels per annum

### The Solution

- Citizen CLP 8301 8" wide web thermal printers
- Direct thermal continuous and label media
- Full on-site managed service with swap-out printers

### Benefits

- Increased reliability
- High print quality
- Reduced printing ownership costs
- Total peace-of-mind managed service

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### About WHSmith News

WHSmith News is the UK's leading newspaper and magazine wholesaler. The business, over recent months, has focused on the development of award winning solutions to support their customers, and invested millions of pounds in technology and the distribution network. Such investment ensures WHSmith News continues to drive excellent customer service. WHSmith News delivers 4.1m newspapers each day and 15m magazines a week, operating from 45 warehouses across the UK. WHSmith News currently employs over 4,500 people and handles £3.6m of products a day.

### Requirements

WHSmith News required printers to produce consignment notes output from their 'TOP' magazine packing lines at 20 locations, along with barcoded bundle labels.

On the 'TOP' packing lines a variety of magazines are packed using the semi-automatic pick by light system. Bulk magazines supplied from publishers are broken down into the individual order requirements of the 22,000 newsagents and media outlets served daily by WHSmith News, and distributed in secure plastic 'tote' boxes. Orders large enough to warrant a 'full' bundle of a magazine are barcode labelled and distributed with the totes.

The specific requirement was to find a more economical, quicker and robust method of producing the consignment notes and bundle labels for the magazines to be delivered to the individual outlets. The existing method of producing these notes was by laser printer and was proving to be costly and unreliable to run.

WHSmith News also wanted a solution that offered total peace-of-mind, with full on-site service and hot-swap printers to ensure that their time sensitive distribution service across the UK would not be compromised.

### The Solution

After extensive trials and testing, The Barcode Warehouse successfully

implemented Citizen CLP 8301 8" wide web thermal printers with tear-off sensors at the 20 'TOP' line magazine packing locations across the UK, along with the same printer in the 'back office' configured for labels.

Specific products identified and used for the project included:

- 74 x Citizen CLP 8301 8" wide web thermal printers with tear-off sensors.
- Direct thermal continuous media, producing up to 20 million A4 sheets per annum.
- Direct thermal adhesive label media, producing up to 13 million labels per annum.

### Benefits

The solution provided by The Barcode Warehouse has proved to offer cost benefits to WHSmith News.

In addition, the solution offers a fast and robust method of producing the consignment notes and bundle labels, without any loss of print quality.

The full, on-site managed service, with hot-swap printer availability ensures that WHSmith have achieved their requirements of realising a total peace-of-mind solution.