



A better way to print set strips: in house

Problem:

Stores in a supermarket chain were having trouble reacting quickly to market conditions — i.e., changing product shelf positions — because their outsourced set strips had a 10-day turnaround; placement changed so quickly that the strips were out of date even before they arrived. Using back-office printers meant wasting whole pages to yield one short strip. And slicing up old strips to re-position them was awkward and time-consuming — i.e., counter-productive and costly.

Solution:

OKI Specialty Products Division developed a time- and cost-efficient solution that convinced the stores' management to bring their set strip printing in-house.

The OKI team customized software to interface with the supermarket's database, and coupled it to specifically customized thermal printers

with integrated cutters that could kick out strips ranging in length from a half-inch to the entire length of the roll media (if they ever needed to). Strips can be printed in any order, product by product or aisle by aisle.

OKI's fast, on-demand solution not only produces set strips: it prints consumer-facing *shelf strips with pricing* that slide smoothly into existing "U" channels, easily aligning with product positioning. The thermal printers can be used to print labels and tags, as well.

Best of all, the OKI solution eliminates the royalty payment levied on set strips by some printing houses, with no additional charges.

Results:

Working from cost analyses based on store input, OKI estimates that the supermarket can save over \$750,000 dollars per year, chain-wide, with the new solution.

Optimize your business processes

- Highest-quality Products
- Integration Services
- Customization Solutions

An organization with business process needs that can't be addressed by off-the-shelf devices or conventional thinking requires specialized expertise. Getting the job done often calls for a combination of products and expertise.

The OKI Specialty Products Division takes an objective, brand-agnostic approach to such problem solving, and draws from a wide spectrum of industry experience and resources to develop and implement its recommendations.

Look for other examples of successful solutions provided by the OKI Specialty Products Division.

Put the OKI® Specialty Products Division team to work for you.

For a no-obligation consultation and more illustrations of our capabilities, contact **Nick Ciarlante, Director**, at Nicholas.Ciarlante@okidata.com or call toll-free: **800.OKI.DATA (800.654.3282), ext. 8451.**

SPECIALTY PRODUCTS DIVISION

OKI DATA AMERICAS, INC.
2000 BISHOPS GATE BLVD.
MOUNT LAUREL, NJ 08054-4620

WWW.OKIDATA.COM