



## SUMMARY

### Customer



Hans Anders

### Partner



CaptureTech

### Industry

Retail

### Location

Europe

### Challenge

Hans Anders needed a fast, efficient and accurate in-store stock management system to drive time savings, stock efficiency, customer service and sales

### Solution

- Zebra ZT400 RFID Printer
- Zebra RFID TC25 Rugged Smartphones
- CaptureTech Protect

### Results

- The new RFID inventory management system enables store staff to run faster, more regular and more accurate inventory checks
- Online teams and store teams now have instant insight into shop stocks and so can serve customers more efficiently with the subsequent increase in sales
- Remote management of the devices which are deployed across North-West Europe ensures optimal system uptime and a good ROI

# Dutch Retailer Boosts Stock Management Efficiency With RFID Solution From Zebra Technologies

Founded in 1982 and headquartered in the Netherlands, Hans Anders is a market leading, value-for-money optical and audiologist retailer in North-West Europe; it has 400 stores across the Netherlands and Belgium, as well as an online shop. Operating under the Hans Anders Retail Group, together with eyes + more and Direkt Optik, it offers a range of private label and branded spectacles, hearing aids, contact lenses and sunglasses at very reasonable prices. As one of the best-known optical retailers in its core markets, Hans Anders is synonymous with high levels of brand awareness and customer loyalty.

## Challenge

Hans Anders needed to change its approach to inventory. Previously it only ran a stock count once a year, as it was a very time-consuming job with high costs. The inventory had to be run outside of store opening hours and easily took a few employees a whole day, principally because a large part of the Hans Anders frames are not branded. There's just a product code on the inside of the frame, so each pair of glasses had to be removed from its display to identify them. Following a recommendation, Hans Anders approached experienced specialist in auto-ID and long-term platinum Zebra partner, CaptureTech.

## Solution

In close collaboration with Hans Anders, CaptureTech investigated the optimal solution to enable a significant increase in the efficiency of its stock management processes. CaptureTech recommended a Zebra Technologies RFID solution; and all Hans Anders frames now have a passive RFID barcoded label containing digital data such as the model and article number. The price is also included on the frames on display in the store and the chip in the label is also provided with a code, which makes each frame unique. These labels are printed using the reliable Zebra ZT400 series RFID printer 4 inch - 300 dpi.

When running inventories staff firstly register the Zebra RFID TC25 Rugged Smartphone to the specific store where the inventory is being taken, as the TC25s deployed move between stores. Then they scan the labels, with the option of adding comments if needed, and the data is automatically processed into Hans Anders back office ERP inventory systems in real-time.

The TC25s are remotely managed and updated by CaptureTech via CaptureTech Protect, so store staff can concentrate on serving customers, knowing that their inventory solution will be running optimally.



## Results

The Zebra RFID solution delivers real-time, accurate in-store inventory visibility which is enabling Hans Anders to manage its stocks more efficiently and consequently fulfil more orders. Moreover, the solution is increasing staff productivity as shops can be accurately inventoried during opening hours in a matter of minutes. And with fully outsourced system management which ensures optimal uptime and ROI, Hans Anders can concentrate on delivering excellent customer service. Karin van Braam summarizes: “This Zebra RFID solution has made it so much easier for us to manage our stock. The solution saves us an enormous amount of time when running in-store inventories and the resulting availability of real-time accurate data is really helping us to deliver a higher level of service in our stores.”

“Efficient stock management is key to the operational success of our business. Our new Zebra RFID solution ensures we now have an accurate in-store stock overview and, consequently, improved inventory replenishment. Moreover, being able to make store stock available for online sales, and vice versa, contributes to our omni-channel strategy. Employees can now access accurate, real-time information, which means they can deliver an improved customer experience; this, in turn, engenders strong customer loyalty.”

**Karin van Braam,**  
Director Merchandise  
Planning and Category  
Management, Hans Anders

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