

Simplification of Ship-from-Store

Situation

A large discount retailer with over 1,000 stores in the United States needed to enable buy online, ship-from-store capabilities. Although they use laser printers and custom laser forms in regional distribution centers, they did not want to implement laser printing solutions within individual stores for shipments. Laser printer solutions were causing a high number of IT-related calls, and providing remote IT support for individual stores would be difficult. Additionally, the costs of supplying each store with laser toner and custom label forms was not feasible.

Objective

- Enable the use Zebra desktop printers already located within each individual store
- Leverage direct thermal labels to print pick and packing lists, shipping labels, return address labels, coupons and customized customer greetings

Zebra's Solution

Custom Z-Perform 2000D Direct Thermal Paper Label with Slits and Return Instructions

Zebra worked closely with the customer's operations and IT teams to develop a custom solution that included the ability to print two labels at the same time:

- 4x8" label with a slit 1.5" from the bottom to create a label set. Enabled the use the 4 x 6.5" part of the label for the shipping label or picking and packing list, and the 4 x 1.5" part of the label for the return address label, coupons or customized customer message
- Label liner pre-printed by Zebra with return instructions to reduce the need to print a third label



Outcomes

- Streamlined the speed and ease of completing ship-from-store processes
- Eliminated additional hardware expense by leveraging existing Zebra desktop printers
- Reduced need for IT support
- Eliminated costly laser forms and toner to ship to over 1,000 stores

Zebra Certified Supplies

Exceptionally Consistent. Consistently Exceptional.

Pre-tested materials and quality processes

- ISO 9001-certified
- 23-point inspection process
- Materials selected for premium performance
- Consistent materials from order-to-order. We never substitute materials.

Exceptional service to accelerate operations

- One of the world's largest selection of pretested thermal printing supplies
- Four shipping locations in the U.S., two in EMEA
- Ready to ship orders immediately so you receive them when and where you need them
- Able to design, produce and deliver custom printing supplies to meet unique needs

Expertise to improve your operations

- Experts in thermal materials and label converting
- Experience solving a wide variety of unique labeling challenges for thousands of customers
- R&D scientists have degrees in materials science, organic and physical chemistry, chemical and bio-medical engineering, enabling us to recommend the optimal thermal label material and ribbon combination to meet your needs.

To Learn More

Visit www.zebra.com/barcodesupplies

Contact your Zebra Partner or Sales Representative