

Horrifying basic and simple...

With 120.000 goods a year that have to be marked with the chain of shops own label, it has to be simple and easy to use.



Right from the beginning HUNTERS UNIVERSE has chosen to aim at a shop system that makes the administrative side easier when new shops are to be opened or a shop needs to be moved.

The system should be flexible and simple to use. Therefore there also had to be chosen hardware that was easy to use and which was reliable and could optimize the working process.

At HUNTERS UNIVERSE the choice ended up being a Datalogic Heron hand scanner and TPG receipt printer from Delfi Technologies A/S to cash functions in shops.

But their central choice was a Citizen CLP-521 label printer. *"It works unexceptionally!"* says Flemming Ramø, shop manager in Holbæk *"and it is horrifyingly easy to operate."*

Labeling of the goods

All goods that come into the shops are marked with the chains own labels - this gives a consumption of approximately 120.000 labels a year altogether in the three shops. The goods are marked with the information:

- EAN bar code
- Item text
- Internal item number
- Price

All the information is collected from the system of the shops which contains both an item text to the label and one to the cash receipt. Both texts make it easier for the employees to help the customers.

In the future, the labels have to contain the serial number of both the text and bar code. This has to be among others, used when selling binoculars and especially when selling hunting rifles and guns.

When the shops sell ammunition there has to be drawn up a special document to the police, where the weapons unique serial number is. It is especially important when selling rifles that the registration is correct. Here the shop has to draw up a document which contains the serial number that forms the basis of an application to the police. An application of permission to purchase exactly that unique rifle. There is also a good customer service because documents can be quickly drawn up.

Profile:

HUNTERS UNIVERSE is a chain of special shops with everything for hunting and fishing.

The first shop opened in Næstved in 2003. Later on they opened a shop in Odense in 2005 and until now the last intended shop in Holbæk, which opened in September 2007.

The goal is to constantly grow and with that to open more shops in Denmark.

Solution:

HUNTERS UNIVERSE has chosen a shop solution from Detail Data. In addition to this, in each shop there is set up:

- 1 Citizen CLP-521 label printer
- 3 Datalogic Heron handscanners to cash functions and 1 for administration.
- 3 TPG receipt printers

All of the hardware comes from Delfi Technologies A/S.

At the same time the chain of shops uses Delfi Cap72 hand terminals with Delfi Software to match this for stock count.

Result:

Efficient solutions that work unexceptionably. Gives a quick expedition of customers and minimizes the risk of fault in registration.

Tracking the goods

At HUNTERS UNIVERSE, it is of great importance that goods can be tracked. This gives a quick general view so that one can see where a certain product is in which shop and if it has been sold. This way the customer can get an answer immediately if the product is in the shop or how quickly it can be obtained from the other shops.

Actually there is so much value in this that the shop system has set up a function that is called tracking goods.



Regular stock count

The chain of shops has introduced such a stock count. Which would say that there is frequently selected a product group that can be counted. In this way HUNTERS UNIVERSE avoids having to use a whole day on the yearly stock count. *“Now we can adjust the daily work in the shop,”* says Flemming, *“in this way we don’t have to use a whole weekend - after closing hours counting the products”*.

For stock taking HUNTERS UNIVERSE use Delfi CAP72 hand terminals with Delfi Standard software which matches the CAP72. *“We scan product codes that adjust to daily routines in shops,”* says Flemming and carries on, *“then all the data is ready in one format which is available to import in the shops system - basic and simple.”*

Value of labeling

The chains of shops own label is an essential factor for the daily work in the shops. When the goods are labeled, then the bar code is used for identification of the products. In that way, typing and expedition errors are avoided while drawing up documents are done much quicker.

“The products can of course be labeled by mistake,” says Flemming, *“but we are working with our texts to minimize this”*.