

CASE STUDY: Star Perfumes

Godex & Star Perfumes: Godex printers enhance performance and efficiency at global distributor

Company Profile

Star Perfumes is a leading global distributor of perfumes and cosmetics based in the UK. The company was looking for a barcode labelling and printing solution that would enable faster and smarter ways of working with space efficiency, and resolve issues the previous printers caused.

The challenge

Star Perfumes is home to one of the UK's biggest and busiest distribution operations. Since the company began trading in 1999 it has fast become one of Europe's leading distributors, importers and exporters of premium branded wholesale fragrances.

Every day the company boxes, labels and ships thousands products out of its Manchester depot and with an operation so large the company needs systems and solutions in place that ensure efficiency.

What Star Perfumes found was that it needed a more tailored solution for its labelling operation.

The company found it had difficulty in programming its previous printers which had lead to an increase in waste and with no managed support from the manufacturer the company knew it was time for a change.

Peter Lofthouse, senior supply chain manager from Star Perfumes said, "We lost one in every 9 labels that was printed, part of the label was cut off. This led to waste and also time loss for resetting the machines."

The company turned to VAR, MP Logistics, and specialist distributor GaneData to find a solution that would not only meet the challenges it faced increasing efficiency but would also offer a certain level of support that company felt its previous provider lacked.

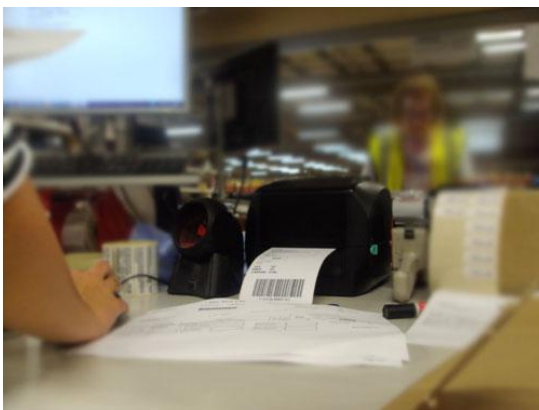
The solution



Facing the issues head on, MP Logistics suggested the use of the Godex RT700i printers to Star Perfumes - one of Godex's most advanced and powerful barcode printers.

Although the company had been previously unaware of the brand, it was willing to try the Godex printers, as not only were they smaller and more agile which enabled a far better use of packing bench space, GaneData were able to install and tailor software specific to its operation.

The Result



The company installed 20 Godex printers and as a result (with the added benefit of the software installed) the company quickly noticed an increase in efficiency and reduction in waste.

Installation and set up was easy as MP Logistics and GaneData were on hand to provide a fully managed service and support system to Star Perfumes.

Mr Lofthouse added, "The Godex printers are a fantastic piece of kit, but the biggest selling point for us in changing to Godex was being given a fully managed solution for our barcode labelling. The support offered during the set up and installations meant that switching was easy and caused minimal disruption. For me, changing to Godex solutions for the barcode labelling has been a very positive change. I would happily install Godex across the whole company."

About Godex RT series

A powerful desktop barcode label printer fully equipped with several user friendly interfaces. The RT700i comes loaded with a Colour LCD, standard Ethernet, USB 2.0, Serial and USB Host Ports. The RT700i has been completely redesigned with a clamshell design, calibration button to facilitate media swapping and a large 300 meter ribbon capacity. In the box customers get free GoLabel Design Software equipped with basic database integration. The RT700i is perfect for retail and industrial applications and it comes with our industry leading 3 years printer warranty.

About MP Logistics

MP Logistics Ltd is a privately owned company with unsurpassed experience in the Auto ID industry. It works closely with the key manufacturers of thermal transfer equipment including label printing, scanning and stacking systems, as well as consumables within the UK and overseas.

About GaneData

GaneData is one of the UK's leading specialist distributors of Automatic Identification and Data Collection (AIDC) hardware and EPOS solutions including hardware, accessories and software. The company is an exclusive reseller of many top hardware manufacturer brands such as CipherLab, AdvanPOS, AdvanTech and Godex. As a complete solution provider our software division caters for a wide range of projects from pureplay solutions to hardware customisation and integration.

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