



“The Blaster Advantage was selected due to its reliability, speed, and metal mechanism...”

Gary Harper, Owner
Harper Cycling & Fitness

Company: Harper Cycling
Industry: Retail
Headquarters: Muscatine, IA
Year started: 1966
Solution implemented:
Cognitive's AdvantageLX
and POS System

Harper's Cycling & Fitness Shop Treks Through POS, Inventory Tracking and Automation

Cognitive's AdvantageLX barcode printer boosts efficiency and reduces Point of Sale checkout time

Customer Profile: Harper's Cycling & Fitness is a full-service bicycle shop that offers recreational and professional bicycles, accessories, clothing and repair services. For 12 years, Harper's has used the Profit Premier POS/Inventory Control System from Edge Technologies, Inc. The cycling shop periodically upgrades the hardware and software to keep pace with its growth. For example, in 2005, due to increased sales and sustained profitability, Edge Technologies recommended that Greg Harper, manager at Harper's Cycling & Fitness, perform another upgrade. Harper also considered installing a bar code printer and scanner to help manage inventory and increase efficiency at the POS.

Inventory Labeling Proves Tedious and Inefficient with Dot Matrix

Harper wanted to expedite his inventory reconciliation and decrease the time needed for labeling merchandise.

“Prior to the upgrade, the process of labeling new merchandise was tedious and time-consuming,” says Harper. “We used one dot matrix printer for all printing at the shop, so printing labels disrupted all other business printing. We used the printer to create 1” by 1” product labels, which contained the product number, a description, and the retail price. It took some time to gather this information for new products, switch the paper in the printer, add the sheet-fed labels to the printer, line it up, find the appropriate file, type in the label information, print the labels, and then reinsert the regular paper into the printer.”

AdvantageLX Selected For Reliability and Durability

The upgrade Harper chose to implement included updates to the Profit Premier software, new hardware (like new PCs), a **Cognitive Solutions Blaster AdvantageLX** bar code label printer, and two Symbol LS 2208 bar code scanners – one for each POS station in the shop. The **Blaster AdvantageLX** is a desktop thermal printer that produces 2” wide labels. The bar code scanner has a hands-free stand and can read up to 100 scans per second. The **Blaster AdvantageLX** was selected due to its reliability, speed, and metal mechanism, as well as Edge Technologies' experience integrating the bar code scanner and printer with the Profit Premier software.

POS System Enables Quicker Service for Store Customers

Today, as inventory comes into the shop, Harper compares the purchase order to the shipment, enters the information, verifies that the product arrived, and makes an entry into the inventory system. The **Blaster AdvantageLX** automatically prints labels for the items in the shipment. The labels are then manually applied onto each product. "The labels print much faster, up to three inches of labels printed per second, and there is no need to change the paper in the main office printer," says Harper. "The labels automatically print as part of the inventory process. Additionally, if I need to re-print a label because it became illegible, I can do so using the software without wasting labels, which was the case with the old process."

Now, the labels are standard size (3/4" by 2") and contain the bar code, product description, product number, retail price and store name. Harper is able to change the information contained on the labels directly through the inventory software, and he has the ability to choose different formats for the labels.

When an item's bar code is scanned at the point of sale, that item is automatically removed from the store's inventory. The old process involved the product number being keyed into the POS system to complete a sale. With the new system, each POS transaction is a few seconds faster, which enables quicker service for the store's customers.

About Cognitive

Established in 1986, Cognitive Solutions has a history of introducing innovative products to the industry. This spirit of innovation continues today with the introduction of its Compact Industrial Printers™ and its line of XML and RFID HF enabled printers. Its commitment to delivering quality and service products and customized and standardized media and consumable solutions continue. Cognitive is well positioned to provide a variety of solutions to meet the needs of the customer worldwide and across all industries.

For more information visit www.cognitive.com or call 800.451.9874.

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