



## **AUTOMATIC INVENTORY!**

### **Retail Chain Expedites Receiving Operations In Stores Across the Country**

For one major retailer, the ideal inventory is one item left over at the end of the day. The store management team knows they have sold as many items as possible and not ordered any more goods than necessary. At night, when the store is closed, enough items move into the store to cover the next day's sales. Ask any retail executive: wouldn't that be nice?

This retailer pushes the envelope when it comes to filling the shelves in hundreds of stores. Within hours of closing, semitrucks full of goods arrive at the receiving docks. Received goods are pushed onto the store floor in one fast-moving, fluid procedure. One major retailer has virtually no stockroom; everything received must be pushed onto the floor. With thousands of goods received nightly, team members must be organized and well-equipped with the best possible tools.

Enter the Cognitive Code Ranger portable printer. When receiving goods, retail personnel scan the supplier's barcodes, receive the goods into the system and immediately print a location label for the box. The location label lists the aisle and shelf location, leaving little room for error. Items are organized between pallets, then the pallets are pushed to the correct locations on the floor.

The Code Ranger won out in a head-to-head comparison with other portable printers because of its small size, light weight, superior print performance, large media and battery capacities. Initial printers use standard serial cables and are ready to upgrade to 802.11b RF communications, should the customer choose to do so. Versatility and upgrade-ability are among the In-store success for Major Retailer industry leading benefits of the Code Ranger portable printing solution.

The customer chose direct thermal media because the labels are extremely cost-efficient and versatile. Box labels have a short lifespan and need moderate abrasion resistance. The Code Ranger has a 1000" capacity for the 2" wide labels, enough to last one night without changing rolls.

### **A Bright Future**

Each store runs an 802.11b network with handheld scanning terminals that communicate with a central computer system. Inventory is updated daily and orders are placed automatically. The retailer has plans to implement a portable printing solution for shelf-labelling and repricing on the store floor. The Code Ranger wireless printer is a sure fit for a variety of retail applications for one major retailer for many years to come.

### **Code Ranger Specifications**

Code Ranger is a fast, light, and versatile portable printer. The key benefits of Code Ranger include a three-part modular design:

1. Communications Interface
2. Media Compartment
3. Battery

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Each component may be upgraded independently, without having to replace the printer. This assures a longer product lifespan as new technologies come into the marketplace, for example, new RF communications and/or newer, more powerful battery technologies.

The Code Ranger is the price-performance leader in the portable printer market. For the majority of installations, a wired serial communication with a handheld devices is acceptable and Standard Code Ranger is the best choice.

- Code Ranger Standard ships with:
- Either 2" or 3.125" OD media capacity
- 4 ips print speed
- 256KB SRAM plus 1MB Flash memory
- Quick Start Guide and CD-ROM
- NiMH Battery
- Swivel belt clip
- Cable strain relief

Peeler and linerless options can be purchased separately. Code Ranger Plus bundles some of the most powerful printer features in a convenient and simple package:

- Either 2" or 3.125" OD media capacity
- 4 ips print speed
- 256KB SRAM plus 2MB Flash memory
- IrDA interface
- Label peeler with label taken sensor
- Quick Start Guide and CD-ROM
- NiMH Battery
- Swivel belt clip
- Cable strain relief
- Linerless option purchased separately

Because of different power supply requirements for various regions in the world, Code Ranger printers do not ship with battery chargers. For a complete specification, refer to the Cognitive website at [www.cognitive.com](http://www.cognitive.com).