

KEY EQUIPMENT

➔ ZEBRA ZD420

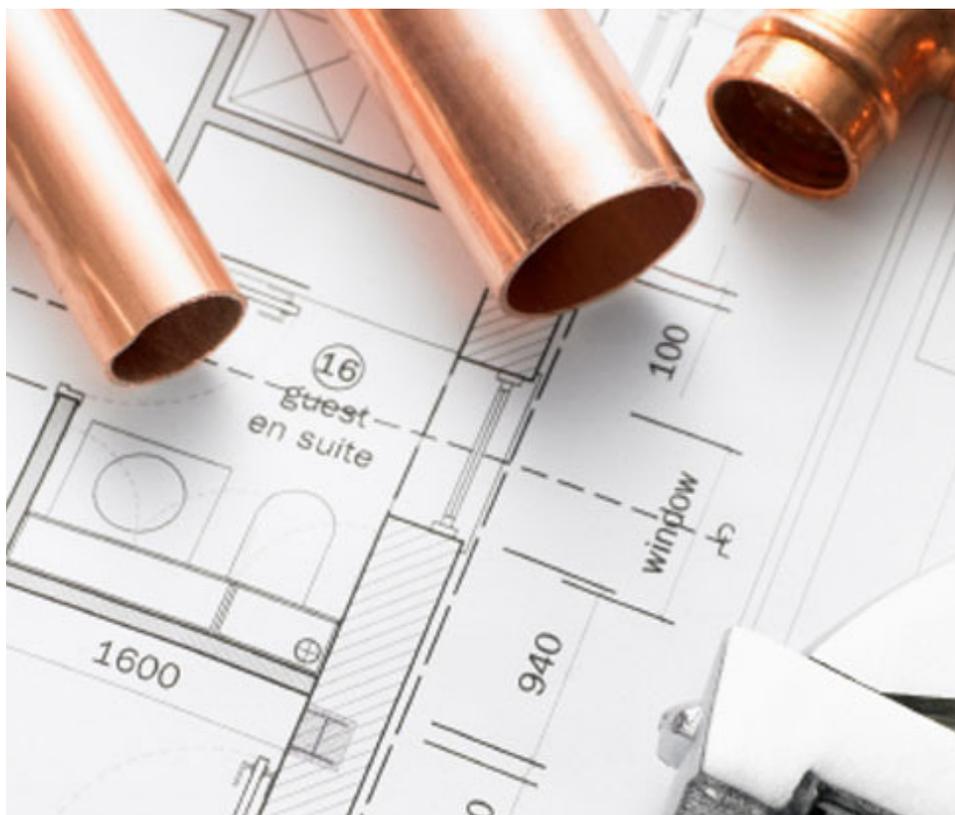
The key insight from the field was that printing was an obstacle, due to the difficulty of changing ribbons. By deploying the Zebra ZD420, Hajoca eliminated the issue using its unique ribbon cartridge system that makes replacement easy for anyone. Deployment on any site nationally was simplified as well with a smarter user interface and expanded wireless options.

➔ ZEBRA CS4070

Because Hajoca relies on a “showroom” business model to display and sell products, we equipped their retail teams with the Zebra CS4070 scanner. It provided a seamless sales experience on the floor that enables the sales staff to walk through the showroom with a customer and compile their order on the fly. Deployment was easy since most employees were already familiar with use of a scanner.



This case study features equipment from Zebra Technologies. For a more detailed look at the featured equipment or other Zebra products, contact Advanced Mobile Group, a certified Zebra partner.



NATIONAL PLUMBING DISTRIBUTOR SOLVES COSTLY LABELING ISSUES WITH PRINTING SOLUTION

Overview

Hajoca is a national plumbing distributor with over 400 independently managed locations across the US most of whom retain their original business name. An existing client since 2014, Hajoca came to AMG to solve a problem they were having in their showrooms - mainly from the labeling application they were using to label their showroom model products.

Process

Kitchen and bath displays in Hajoca showrooms allow customers to get a “look and feel” of the latest bath and kitchen products. The labeling problem created issues both in making it easy for customers to identify the product AND for showroom employees to efficiently build quotes and place orders for customers due to time wasted looking up and confirming the products specific SKU.

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Value

A detailed discussion about what was happening on site revealed that Hajoca was having an issue with their showroom labeling application. Problems arose from the type of ribbon they were using and the challenge of changing the selected ribbons.

Ribbons loaded incorrectly. They could sometimes fold and result in labels with incomplete barcodes that were unscannable, resulting in some locations not labeling showroom products correctly.

The confusion and longer wait and order times created a poor customer experience. The unique value of Hajoca's showroom model is that customers can visit any showroom and be guided around by a customer service rep. who would scan each item they wanted while the customer examined it and handled it.

The orders transmit for processing and the warehouse could pick and ship the order to any location required by the customer.

Challenges and Solution

Our challenges was to find label and ribbon combination that could meet two core criteria: 1) Eliminate potential user error in the field from changing ribbons and 2) print on a label small enough to fit on any product AND still be read accurately by the scanner.

AMG recommended Hajoca deploy a new printer, - a Zebra ZD420- with a full resin cartridge ribbon. A client demo demonstrated how a cartridge would immediately eliminate the difficulty of reloading standard ribbons AND the risk of ribbon folds.

AMG also packaged this solution with a CS4070 Handheld Bluetooth Scanner that could and pick up the small 3/4" bar code printed on a matt silver finish poly label with a permanent acrylic adhesive.

Hajoca was previously using a Bluetooth scanning solution which they thought was working well, until they field-tested the proposed solution by AMG, and found it far outperformed their existing solution. As an added benefit, the new solution was also more durable and less expensive than their existing solution.

Hajoca called in AMG for outside expertise to get the both the right ribbon and label combination and to implement it. This product has already been launched successfully in a number of locations and is continuing to the majority of Hajoca's showrooms.