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Case Study Featuring SATO America

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CASE STUDY

When Printers Collide

A SOLUTION PROVIDER FINDS THE RIGHT FIT FOR A COMPLEX, MULTI-PRINTER ENVIRONMENT

When a large distribution center was struggling with too many disparate systems communicating with multiple printers from various manufacturers, solution provider Texpak, Inc. (www.texpak.com) was called in for support.

Founded in 1934, Texpak is one of the world's leading suppliers of product identification and packaging specialties to manufacturers, and for the past 25 years, the company has been providing label applications and customized solutions for this particular customer. Texpak national sales manager John Sperling was already selling the company its consumables, so he was a natural fit when it came time to address the company's printer issue. He realized the customer was relying on four different brands of printers for its warehouse management and pick-and-pack order systems.

"We offered them a 30-day trial with the SATO CLNX™ industrial thermal printer, since we knew it would emulate other printer languages and could be integrated easily," commented Sperling. After testing the first new printer out with the various software systems, within one hour the printer was able to emulate them all. "The whole driving force

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was that the customer wanted one printer to do everything so it would be easier for the IT people to address," he pointed out. With the SATO printer, replacement parts are easy to order and replace without the need for additional support, another big plus.

"The thing that most impressed the customer is the fact that the SATO applications engineer came out to the business to support the product



and make sure it was installed and up and running to the customer's satisfaction," said Sperling. "This showed the customer that this company stands behind its commitment. It claims the printer can work with all these emulations, and it absolutely does."

As a solution provider, having a large manufacturer come to your customer site for a single-printer installation is rare. SATO has four application engineers across the U.S., working in conjunction with its channel managers, to assist partners when needed. "They always tell us they're willing to come on site and help. Obviously, it's up to solution providers not to 'cry wolf' when they can do something quite easily themselves. In my 25+ years of doing business with this customer, it's the first time I've ever had a manufacturer resolve anything on site with me. This was really impressive to the end user customer – and it meant a lot to me to know I have that kind of real-world support from SATO," he concluded.

Since the first 30-day trial, the customer has replaced ten more of its printers with SATO. Because the SATO CL4NX printer "speaks the same language" as the older printers, the customer plans to wait until there's a failure, then replace each non-working printer with the SATO CL4NX, for a total of forty printers.



www.satoamerica.com