N-AISLE PRINTING®

Retailers are looking for efficiency as evidenced by the number of mobile devices in the market today, especially mobile printers.

With the introduction of mobile roll fed printers, retailers finally have a solution to printing a replacement tag or talker without wasting an entire sheet of labels. Now, with wearable mobile printers and hand held PDA computers, retailers are finally starting to see a reduction in operational costs. However, mobile printers alone, without the proper software to drive them, have limited capabilities when it comes to things like graphics, fonts, sizing and spacing. This makes duplicating labels printed with conventional laser printers virtually impossible. As a solution to this problem, many retailers resort to printing a temporary tag in the aisle, and then come back later to replace it with a permanent label printed with a laser printer. This "band-aid" method solution not only creates a new inefficiency, it also disrupts continuity and the overall look and feel of professionalism in your store.

N-AISLE PRINTING powered by DESIGN-R-LABELS brings a high level of efficiency to printing replacement shelf labels and shelf talkers. N-AISLE PRINTING consists of both software and hardware that allows retailers to print labels and talkers, that are identical to conventional sheet labels printed from laser printer.

The software consists of the industry leading DESIGN-R-LABELS, sign and label printing software with the N-AISLE PRINTING option enabled. You will also need a mobile, hand-held computer capable of scanning the UPC barcode and transmitting the UPC number and other required product information to the computer accessible by DESIGN-R-LABELS.

RTI offers an 802.11 enabled, Windows CE (or Mobile) and .Net Compaq Framework enabled hand-held if needed. Also required, but not supplied by RTI, is an 802.11b or higher wireless network in the store. The hardware consists of printers, batteries and PDAs.

Mobile printing is no longer limited to "hip printers." Now, laser printers can also be implemented using rechargeable battery powered carts. This solution provides retailers with the ability to print larger signage (e.g. 8.5" X 11") in monochrome or color in the aisle as well.

Mobile printing efforts with laser printers typically saw a difficult situation, because the page, or form, frequently had multiple signs on a single page/form causing waste. RTI can greatly reduce wasted countless hours walking from aisle to the back office to print signage. By placing a computer on a RTI POWERCART that allows access to our N-AISLE PRINTING software, the user can create a queue listing each UPC, the template, and the number of templates on a particular form. As the queue fills, the user can manually release the item for printing or it can be released automatically when enough UPCs are requested to fill the form.

DESIGN-R-LABELS with the N-AISLE PRINTING option is the solution that retailers everywhere have been looking for to reduce waste and optimize efficiency. No more need for the temporary, "band-aid", tag and no more wasted steps!

RTI has been providing retailers with shelf-edge solutions for over 30 years. Let us help you increase productivity, increase customer satisfaction, and lower operating costs with mobility.

Retail Technologies, Inc.
Tel.:1-800-277-4277 or 251-666-5151
Fax: 251-666-5184
Web: www.retail-tech.com
Email: sales@retail-tech.com

RTI
WE'RE OUT FRONT.