



CASE STUDY

CipherLab 1504P Fulfills Variety of Scanning in Logistics and Retail Applications

Today, the company represents the number one Italian retailer in household items sales, with a constantly growing turnover. The headquarters is located in Viale Monterosa in Arcore, where more than 170 people work in the company's various offices. The company measures itself daily in different markets, leading not only with its shops, but also with its other sub-brands. With more than 230 stores active throughout Italy, the company is now a recognized and growing brand that for over 20 years has been developing in the market with quality products at the best prices.



At first, the company purchased CipherLab's handheld scanner in order to accurately scan the barcodes on return goods in the logistics environment. After receiving lots of positive feedback, the 1504P handheld scanner was quickly selected when a new request came out for a checkout counter application. The CipherLab 1504P with 2D imager is an economical solution to read 1D/2D barcodes on any goods. Because of the adoption of white illumination and an aiming aid, the 1504P is also able to read various kinds of barcodes of high density, and the ones shown on mobile phones for membership or promotional coupons. It also presents a very efficient scanning performance when reading color barcodes on product items.

The implementation of CipherLab's 1504P has resulted in a total of 450 pcs deployed in the field, which enables return goods handling in the logistics environment and staff at the checkout counters to work more productively and more accurately. In addition, CipherLab's 9700 series has also been successfully deployed to its warehouse for inventory management and order picking applications.

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