



CloudBox
Inc.

Customer Case Study

OVERVIEW



“Hinsdeli”
Hinsdale IL

GOALS

Speed up product pricing / markdown and improve the customer experience

Industry: Gas/Retail

Application: Price Labeling

Challenge: Designing and printing shelf and item labels quickly and on an easy-to-use system so that price changes and promotions can be managed by all employees.

Featured Solution: CloudBox 900 Series PrintPad connected to the Brother TD2120 Desktop Printer, providing full design and printing capabilities without the need for tablets, computers, or scanners.

Key Benefits: This intuitive system takes up less space and eliminates label waste. Store employees have quickly adopted the solution and can now print attractive labels on demand.

When deliveries arrived at the store, shelves would need to be repriced quickly, and without a reliable printing system the team occasionally had to resort to handwriting labels. This left room for human error and sometimes led to discrepancies between the shelf price and what appeared at checkout.

“Hinsdeli” Shell Food Market Implements

Price Labeling Solution from CloudBox & Brother

Locally known as the ‘Hinsdeli,’ the Shell Food Mart in Hinsdale, IL has a highly successful fuel, retail, and food service operation. In addition to traditional food staples, the store offers a milkshake bar, fresh pastries, and a full range of custom-made sandwiches and hot meals and has seen customers embrace these specialty meals and drinks. However, in a fast paced, 24-hour operation, keeping products and shelves labeled with the correct price while maintaining the desired merchandising image can be a challenge.

Business Challenge

The Shell Food Mart needed to create professional looking price labels for its retail and food service operations. Historically, the team had to set up pricing labels using their back-office computer and a connection to the Price Book labeling system. This required extensive training that not every employee could receive; there were also occasions when personnel could not access the POS system to change pricing. The setup also meant all label printing occurred in the office on a laser printer using sheets of labels, which led to material waste when only a few labels were needed. Employees had to travel between the office and the retail area to manage their print jobs.

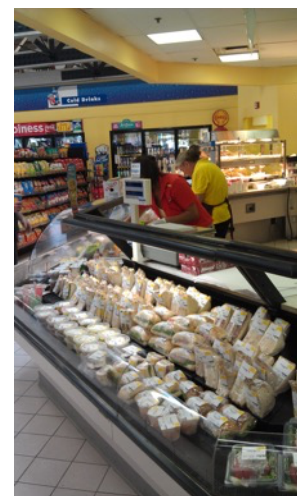
The Solution

CloudBox, Brother and their reseller partner, Informs, worked with Shell Food Mart to implement a solution comprised of the CloudBox 9XX Series PrintPad and the Brother TD2120 desktop printer, which proved to be a simple, effective system to produce clean, attractive pricing labels.

Benefits and Results

With the Brother/CloudBox labeling solution from Informs, the Shell Food Mart has streamlined its printing process and eliminated label material waste. Store personnel find the solution to be easy to learn, use, and maintain. The store is now able to quickly print labels for shelf and item repricing. Additionally, the team is using the PrintPad’s preprogrammed label templates to create promotions and mark fresh food products to encourage sales toward the close of the business day.

“It’s a great system, very intuitive. I simply key in the SKU, the price, and the quantity of labels needed and out comes all the labels. This eliminates the possibility of customers seeing the old price on the shelf, but a different price at checkout. We could not be happier with the results.” – Shane Archer, Shell Food Mart



SOLUTION

Implement the 970 PrintPad and TD2120 Label printer including LabelWorx software and custom templates to exactly meet the in-store labeling needs.

RESULTS

The store is now able to quickly print labels for shelf and item repricing.”

ABOUT BROTHER

As a wholly-owned subsidiary of Brother International Corporation and a division of the \$7 billion multinational Brother Group of companies, Brother Mobile Solutions is backed by a long history of superior quality, trusted reliability, and proven performance. The mobile printers and mobile and desktop labeling solutions that wthey offer are no exception to the Brother worldwide reputation for excellence.

www.brother-usa.com/business

ABOUT CLOUDBOX

Since 2006 the principals have provided hardware and software solutions for a wide range of labeling, receipt and ticketing projects for retail and hospitality from SMB to enterprise.

www.cloudboxinc.com

ABOUT INFORMS

At Informs, everything revolves around the customer. We are part of your team, providing insightful consulting and superior, cutting-edge solutions for data collection, management, and tracking—all uniquely tailored for you. We'll tour your facility, review your inventory, identify issues, then offer significant options to help you improve. www.informsinc.com



CLOUDBOX PRODUCT FEATURE SPOTLIGHT

Unprecedented Label Processing Speed

CloudBox's ability to generate labels, receipts and tickets faster than traditional printers is the result of adding business logic with PRINTWORX software and customizable label and ticketing templates.



PrintPad is unique in that it can either run a full SQL database implementation, or a simple label template file. **Using SQL also means it's easy to interface to EPOS and PLU/pricing databases and perform direct and "live" price / product feeds online between two environments** - not normally possible with traditional printers using a flat .CSV file.

BUILT FOR BUSINESS

Rugged form factor - less likely to get stolen versus consumer tablet or smartphone. Purpose built for business desktop label, ticket, or receipt printing.

Multiple standard label designs included, also with customization option. Customization via PRINTWORX Label/Ticketing templates

INTEROPERABILITY & COMPATABILITY

Stand Alone - complete transparency to corporate network.

It can also be on the local network or connected to the corporate WAN or the Cloud. Compatible – Uses most standard label-printing languages with custom additions also possible.

ACCESSIBLE

Easy Access - simple 2-line display and alpha/numeric keys for input.

Easy Updating - cloud enabled. Can be updated online or via a USB Stick

970 PRINTPAD FEATURES

Linux based, SQL-enabled

4 USB ports

PS/2 & USB for barcode reader or other device connection such as standard QWERTY keyboard for complex ALPHA input.

RJ11 network port

Alternative Desktop or Mobile models available depending on exact requirements

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