



## Efficiency gains that support legal requirements with Zebra's QL 320™ printer

AHOLD Czech Republic, part of international retailer Royal Ahold, is one of the biggest and most dynamically growing retailers in the Czech Republic. The company consists of 297 supermarkets under the brand names of Hypernova and Albert, which in 2005 employed 14,500 people and served more than 155 million customers. In addition AHOLD Czech Republic acquired 56 outlets from Julius Meinl network during 2005.

### The challenge:

Acquire information from existing barcodes

Print labels easily and on demand

### The solution:

Combine the opportunities brought by Zebra's QL 320 mobile printer and Falcon 320 mobile terminal

Add printing options to Falcon 320 software

### The results:

Compliance with labelling regulations

Savings on staff time

Flexible and time efficient label printing

### The challenge

AHOLD Czech Republic's aim was to improve labelling of pre-packaged meat products in their stores. On receipt of these meat products they only had one label indicating weight. Ahold also used to add an extra price label using a weighing machine.

In order to consolidate information on both these labels, Ahold had to change the way of attaching price labels. The only solution was to scan weight information from the original label and print a new price label based on the original weight.

### The solution

Ahold decided on a mobile printing solution due its flexibility. Barco, Ahold's local long-term channel partner for bar coding and mobile printing solutions recommended Zebra's QL 320 mobile printer. It had extensive experience of using this printer model in previous customer projects. Being light and easy to use, Zebra's QL™ series mobile printers ensured that employees were free to walk to areas where printing was quickest and easiest. Consequently this saved time by eliminating the need to move between stationary printers and pre-packaged meat products



### Solution Technology

Zebra QL 320 mobile printer

Falcon 320 mobile data terminal



## The implementation

During implementation the Falcon 320 was successfully modified to run "mobile printing" as an extra option. Following a pilot program in selected stores, the project's new mobile printing systems ensured that packages of meat were now being quickly and accurately labelled. Ahold subsequently decided to roll out the technology into all AHOLD Czech Republic super- and hypermarket stores nationwide.

## The results

One of the main benefits of this solution was the ability to meet product labelling legal requirements. Zebra's mobile printing solutions also incorporated extra capability for staff to scan and print new barcodes on demand. In addition, mobile printing with a mobile terminal gave Ahold the opportunity to reduce costs further, improve time in addition to overall staff efficiency.

Ahold and Barco are now working on a project to fully exploit the possibilities of Zebra's QL 320 mobile printer and the Falcon terminal for price labelling, mark downs and shelf edge labelling across its whole range of goods.

**"The solution works perfectly. It ensures we meet regulations and it gives us flexibility and efficiency."**

**Pavel Vychodil, IT Director,  
Ahold Central Europe**

