ZEBRA

SUMMARY

Customer

FALCONA | INSPIRED INNOVATION

Falcona Solutions Ltd

Industry

Product Design & Manufacturing

Challenge

Falcona needed reliable, robust, high-performance scan engines and printers for its new ConnectID Printer

Solution

- Zebra SE2707 One-Piece Decoded Imaging Engine
- Zebra Scanning Libraries
- ZD420 Series Desktop Printers
- GK420 Series Desktop Printers

Results

- Reliable, robust hardware for Falcona's ConnectID Printer
- Compact footprint of Zebra devices
- Dedicated Zebra scan engine, ideal for reading barcodes off mobile phones, for challenging and high-volume scanning
- Zebra brand known industry-wide and in target verticals
- Excellent support and service from Zebra EMEA OEM team
- Ease of integration and build

UK Manufacturer Chooses Reliable, Best-In-Class Zebra Imagers And Printers For Its Latest Design

Falcona Solutions was first established in London during the late 1970s with the aim of providing specialist engineering, design and manufacturing services to its clients. Having produced its first mobile powered carts and work stations in the late 1980s, later following with a series of charging and storage cabinets, Falcona has manufactured solutions for clients in a diverse range of industries ranging from military to telecoms, logistics to manufacturing, constantly innovating and diversifying to meet changing market needs. Now headquartered in Windsor, Falcona manufactures its products overseas and locally in the UK. Falcona is an Investor in People and embraces its people-focused business model. Its aim is to provide the most efficient use of processes and materials for its clients, whilst always maintaining the highest levels of service and quality. With its focus based around constant innovation, it will continue to deliver successful and sustainable solutions for its clients.

Challenge

Recently Falcona Solutions has been working in close collaboration with Zebra Technologies to build more bespoke products, such as small stands, adapters and desktop kiosks, to address specific customer needs. For this latter product, Falcona needed a reliable, robust scan engine and printer with a small footprint to integrate into its new ConnectID Printer. The scan engine had to offer best-in-class performance for high-volume scanning and scanning specifically off glossy screens of consumers' mobile phones. This product is aimed at meeting a requirement for self-help (unattended or semi-unattended) parcel dispatch and returns primarily in the T&L vertical, where companies are looking to service a technologically able, mobile customer base, who often don't have access to a printer and who are looking to send parcels quickly and conveniently.

Solution

Falcona has selected Zebra SE2707 One-Piece Decoded Imaging Engines, Zebra ZD420 Series Desktop Printers and Zebra GK420 Series Desktop Printers for its Connected Printers. Falcona chose the Zebra imaging engine due to its high-performance technical aspects, which enable it to scan barcodes accurately off mobile phones in challenging environments and ensure it is suitable for high-volume scanning. It also offers a small footprint and an excellent price performance ratio.

Combined with Zebra's reliable, market-leading label printers, which currently have circa 80% market share and are the default printer of choice for most manufacturers, the selection of these components ensures Falcona has a future-proof, best-in-class product.

With UK lead production in Windsor, local to its UK HQ, Falcona's Connected Printer offers a compact total footprint for limited retail spaces, an Android touchscreen, full articulation for maximum flexibility and excellent Wi-Fi connectivity. Moreover, there are various options, such as desk or wall mount, GS1 and HBIC barcode support using the on-board camera for healthcare, additional USB ports, options for side payment terminals or integrated RFID readers or fingerprint scanners. Customers also have the option to buy a

Connected Printer without a scan engine if they are only expecting to do low-level paper scanning as, with the integrated Android controller, there is a small set of optics that bounce the rear-facing camera forwards, so barcode scans can be taken via the camera using the Zebra Scanning Libraries.

The Connected Printers are currently being trialled and rapidly adopted by leading B2C T&L and parcel and post companies throughout the UK, for both domestic and international shipments. However, the product can also be easily adapted to fit the healthcare market, for processes such as patient check-in and specimen labelling, or any other vertical. The Connected Printers can be made in custom colours or with branding, which is of interest to all customers, especially those in the rapidly growing product returns sector, where companies are keen to increase their brand awareness.

Results

Falcona has been delighted with the comprehensive service and support it has received from the Zebra OEM team. Zebra provided all the engineering and SDP files (including dimensions, angles, length of barcodes to be scanned), so Falcona had all the components and information it needed to directly import into its CAD model, rather than having to reverse-engineer a solution. In this way Falcona has been able to integrate the Zebra SE2707 One-Piece Decoded Imaging Engine and the printers very quickly, easily and correctly into its ConnectID Printer.

There is currently no other similar connected printer product on the market and, by selecting Zebra OEM products and to partner with the Zebra industry-recognised brand, Falcona is ensuring its product is best in class and therefore future-proof as the mobile computing, self-service market continues to expand.

"We are a product designer and manufacturer for any vertical that uses mobile computing. We have recently pinpointed a gap in the market for self-service in the T&L sector. We have designed a ConnectID Printer for retail spaces initially, although it could be suited to postal or patient check-in and other verticals, to enable consumers to send parcels quickly and efficiently, using on-screen information on their mobile phones. The concept is much the same as the quickly adopted technology used by the aviation industry to scan boarding passes off mobile phones. We needed reliable, industry-known, high-performance elements for our new design, so of course we chose an imaging engine and printers from Zebra. The products are the perfect fit for our designs. The Zebra imager is quite simply the best in class when it comes to challenging, high-volume scanning, especially off the glossy, reflective screens of consumer mobiles. And the support and service we have received from the Zebra OEM team has been absolutely exceptional"

Jacob Boston,
Technical Director,
Falcona Solutions

For more information, please visit Zebra Technologies