

Warehouse Stationery Introduces the Datamax M-4206 into New Stores

Since it first opened in 1991, Warehouse Stationery has become a major office products provider with annual sales of \$124 million. Warehouse Stationery has continued to expand throughout New Zealand recently opening stores in Papanui, Thames, Whangarei, and Nelson.

Warehouse Stationery wanted to introduce a label printer into these new stores that met both present and potential labeling needs. The chosen printer would also eventually be introduced into established stores to replace the older Datamax printers.

Having worked with Walker Datavision, since 1999, as their provider of labeling solutions, Warehouse Stationery turned to them for advice on the best printer model to take them into the future. After consultation Walker Datavision recommended the M-Class printer to Warehouse Stationery, as it was the best fit for the job.

The M-Class printer was a natural choice as it filled a need that was not previously catered for in the marketplace. The need for a small, compact industrial performance printer proved to be strong as Datamax had orders booked up for months prior to the M-Class printers release. Since the release the M-4206 has proved successful in a wide variety of different applications.

Datamax's M-Class printer is perfect for the low to medium level printing needs in this retail environment and is capable of printing both labels and shelf tags. "A new store prints around 10,000 labels a week" says Alden, Warehouse Stationery's IT support. "When the shop opens it will print even more. The M-4206 has proven to be both fast and reliable



whilst still maintaining a high level of quality', says Alden.

Another benefit of the M-Class printer is its ease of use. With detailed instructions and straightforward installation, the M-class printer has integrated seamlessly into The Warehouse Stationery's business.

The M-Class features a compact, modular design for use in environments with limited space and offers low total cost of ownership. Another important feature of the M-4206 is that it is built on a uni-frame die-cast aluminum chassis, "this increases the printer's durability throughout its lifetime of high performance output" says Paul Randall, Technical Support at Walker Datavision. All these features have resulted in Datamax's M4206 being the perfect printer for Warehouse Stationery.

Walker Datavision is the New Zealand Reseller for Datamax and together with our team of Labeling Solution consultants can provide the best printing solution to meet your requirements.

For more information please contact us on 0800 LABELS (0800 522 357) or visit www.walkerdatavision.com

