

E-Class Printers Facilitate Internet Orders

Yoshida Corporation, a US-based exporter of pet health products, was faced with the challenge of printing shipping labels for their Japanese customers. The company had recently implemented a Japanese language website with online transaction capabilities allowing their products to be purchased online using credit cards and the orders to be transmitted to their Australian distributor for processing. The challenge in this application, however, was finding an appropriate labeling solution.

Bradley West, IT Manager for Ikon Studio (Yoshida's Japanese language website developer), contacted Dy-Mark, an authorized Datamax reseller located in Queensland, Australia, for assistance with the labeling requirements. Ikon Studio chose Dy-Mark because of their exceptional customer service and their commitment to the entire project, rather than just the sale of the printer.

In the ordering process of this application, the Japanese customer enters the website, selects the desired product(s), and inputs his contact information and credit card details. Once the credit card transaction is successful, the order is automatically sent to the Australian distributor for shipping. In order to easily send out the desired items, the distributor required a label printer that could automatically print a shipping label using the information entered by the customer.

Dy-Mark recommended the Datamax E-4203 printer with the Kanji chip option. This option is a section in the memory expansion, which is made up of a 3MB flash module, with Western, European, and Asian language capabilities. The printer's lightweight,

space-saving design was also an important feature for this application.

"We selected the Datamax E-4203 label printer because it is ideally suited for shipping, dispatch and inventory labeling requirements," said Mr. West. "The E-4203 has the capacity for EAN128 bar codes and all other industry standard symbologies, including PDF417 and the MaxiCode 2D bar code. It can also print complex transportation symbols and label formats."



With the E-4203 printer installed, a label is printed once the order information is received. The label specifies the shipping address along with the product codes and quantities. The operator simply needs to identify the product codes listed on the label, place the product(s) in the package, affix the label to the package and mail.



During the first month of operation, the system averaged orders totaling approximately \$1,000 AU per day and a gross turnover is now estimated to exceed \$500,000 AU in the first full year of operation. Since the printed label contains all of the required information, a minimum amount of effort is required by the workers in order to prepare the goods for shipping (no Japanese translation is required).

As a result, the current staff is able to focus their efforts on other sales and marketing opportunities for the company.



References

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