

BUSINESS PARTNER SUCCESS STORY



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Bigg's Laser-Printer Switch Saves Money, Helps Environment

Saving resources is good for the environment, but it's also good for the bottom line. Regional retailer Bigg's learned this when it replaced its thermal transfer printers with laser printers. A subsidiary of the SUPERVALU company, Bigg's has 11 locations in Cincinnati and northern Kentucky.

Challenge: As a retailer specializing in grocery and general merchandise, Bigg's recognized the need to update its printing environment. With the help of both its SUPERVALU parent and T.L. Ashford, the company that for almost 20 years has supplied its barcoding software, Bigg's is saving money while significantly reducing its paper usage. Installing new printers was the first step. At each Bigg's location one Lexmark T640 laser printer took the place of two old thermal transfer printers. These printers produce labels—millions per year—that are created using T.L. Ashford's Barcode400 software and generated from warehousing and distribution applications housed on Bigg's enterprise system, an IBM iSeries* Model 550 that's partitioned into production and development environments.

"We drastically reduced the amount we spent."

Pat Wallman, Bigg's manager of IT

Solution: In addition to listing an item's price Bigg's labels provide important information to customers. For instance, Baby Club labels identify myriad products, including diapers, food and shampoo, that are available at a discount to club

members. Other labels identify generic items (compare and save) and locally produced items.

Given its reliance on labels, Bigg's strives to ensure it uses paper as efficiently as possible. The new solution delivered. First, Bigg's was able to switch to a lighter paper stock, a standard size and type used by retailers throughout the SUPERVALU family. Bigg's also upgraded to T.L. Ashford's Barcode400 Version 3.1, which supported the new laser printers. With that came flexibility. Now Bigg's can dynamically print different label types, using any combination of graphics and logos, on a single 8.5 X 11 sheet. Previously bulk printing was required, leading to unused labels and wasted paper. By saving paper, Bigg's is doing its part to fulfill parent SUPERVALU's commitment to environmental sustainability. SUPERVALU has a stated goal of reducing its landfill waste by 50 percent in five years while promoting "green" products, services and initiatives. Pat Wallman, Bigg's manager of IT, estimates that the retailer will save \$120,000 in printing costs in the first year.

