



Privat Trade optimizes logistics with TSC TTP-246M Pro printers



MARKET:
Retail

APPLICATION:
Price marking under
warehouse conditions

MODEL:
TTP-246M Pro

Background:

In response to higher business volume, Privat Trade, leader in Russia's e-commerce market, recently relocated to a larger warehouse location offering 20,000 square meters of work space. To maintain its quality of service and to increase the speed of product delivery, the company decided to modernize its operations using the latest technology. All warehouse processes and goods are now monitored and tracked using advanced auto-ID barcode labeling. As a result, the efficiency and productivity of warehouse operations has improved dramatically.

Solution:

To automate logistics in its new warehouse and reduce losses stemming from idle work time, Privat Trade decided to replace its old bar coding equipment with the high-performance TTP-246M Pro printer manufactured by TSC.

The TTP-246M Pro is a true workhorse and is one of the most reliable printers on the market, offering Private Trade the best combination of hardware price, quality and functionality. TSC printers also come with a two-year warranty, significantly longer than one-year coverage offered by other manufacturers.

"After a thorough review of the TSC Auto ID series, we decided to choose the TSC TTP-246M Pro model. The barcode printers are used virtually in every warehouse process: from goods receipts at the warehouse to the shipment of loaded pallets of processed orders. Compared to other industrial printer models in the same class offered by rival vendors, the TSC TTP-246M Pro stands out for both its usability (especially with consumables), and reliability," said the CIO of Privat Trade.

Benefits:

- Cost savings
- Error reduction
- Increased productivity
- Increased functionality
- Enhanced reliability and durability





TTP-246M Pro Features:

The TTP-246M Pro high-speed industrial-class printer is loaded with features, offering 203-dpi resolution, a maximum print width of 108 mm, and storage for up to 600 meters of ink-coated ribbon. The unit comes with an anti-static brush and a media sensor lock lever to prevent displacement of consumables.

The TTP-246M Pro's heavy-duty die-cast aluminium body, with a metal label roll holder and two sturdy guide plates, makes it the ideal solution for heavy warehouse use. It features a user-friendly 6-button display and side-load design; standard serial, parallel and USB connectivity; and optional Ethernet networking for simple integration with other devices. Bluetooth and Wi-Fi interfaces allow connection of mobile devices, making operation of the printer straightforward and intuitive.

The TTP-246M Pro's Flash memory can be expanded up to 4 GB with the help of an SD card. This permits storage of all necessary fonts and sets of international symbols and graphics in the device memory. The USB host connection also allows the use of a USB-scanner or keyboard.

About Privat Trade:

One of the leaders in Russia's e-commerce market, Privat Trade combines the popular shopping club KupaVIP.ru, online boutique KupaLUXE.ru and online store ShopTime. Its KupaVIP.ru Holding is among the top 10 largest Russian internet companies (according to Forbes magazine) and has won many prestigious awards and prizes.

Thousands of purchases are made every day through the shopping club KupaVIP.ru, online boutique KupaLUXE.ru and online store ShopTime. The holding subsidiaries offer more than 1,500 brands of fashion apparel, shoes and accessories. The company also is the exclusive representative of many famous European brands, both in Russia and in the Commonwealth of Independent States. Privat Trade is also engaged in creation and maintenance of online stores based on its own e-commerce platform.

MODEL:
TTP-246M Pro



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