

## **Printer And Scanning Solutions provides a colour printing solution to Harveys**

Xerox= unique solid ink technology has an unrivalled reputation for ease of use, as there simply isn't a more user-friendly printing technology available today. This is one of the reasons why furniture retailer Harveys chose to place a Xerox Phaser 8200 A4 solid ink colour printer in each of its 183 stores throughout the UK.

Popular with house-proud consumers across the country, Harveys retails sofas, cabinets & furniture. In August 2000, Harveys was taken over by the Homestyle Group which made a considerable investment in the stores. This resulted in a significant refurbishment of many of the outlets, even extending to the installation of mezzanine-level floors that almost double each stores= selling space. As well as improving the selling environment, Harveys also took the opportunity to overhaul its EPOS systems to enable online finance agreements to be completed in-store and sent electronically to Harveys= finance company for approval. Once approved, the agreement forms can then be printed in-store for the customer to sign. The immediate advantage of this process is that it enables new and existing customers to quickly and conveniently set up an account with Harveys to enable them to purchase goods on the same day their credit application has been approved.

However, the store=s existing receipt printers were not suitable for the task of form printing; nor did the stores have any inkjet or laser printers. The only solution open to Harveys was to purchase new network colour printers that could be integrated into the company=s existing EPOS system and could easily be monitored and interrogated by the Head Office. To ensure that it purchased the most suitable printers for the task, Harveys set about defining the criteria that the new procurement had to meet= its over-riding requirement was that the stores= non-technical staff should find the printers easy to use and maintain, especially when it came to replacing the consumables. At the same time, the printer had to be fast and flexible enough for not only finance form printing, but also for the production of in-store reports, point-of-sale-price ticketing and memos from Head Office.

With these requirements in mind, Pete Upson, Harveys= Retail Systems Development Manager, evaluated four printers - the Xerox Phaser 8200, and three other competitor products. Each printer was tested for four months at Harveys= head office in Rainham in Essex. The 16 colour page per minute Xerox Phaser 8200 started to impress Harveys early on, especially when it came to ease of use - the task of simply dropping the uniquely shaped replacement solid ink blocks into their individually shaped slots made the Phaser a clear favourite. Furthermore, as up to four wax blocks of each of the four colours can be loaded into the printer, there is no down-time when the solid-ink block runs out.

As well as being easy for non-technical staff to use, Harveys wanted the printer to be straightforward for the network administrator to manage remotely. Xerox has gone to great lengths to ensure that the Phaser 8200 is trouble free to install and monitor. Supplied with Xerox's unique CentreWare Printer Management software, the network administrator can monitor the status of any of the printers via the printers' embedded web-browser. This reduces considerably the amount of time spent attending to the printer as it can alert the network administrator to any problems via an e-mail sent to their desktop. Harveys will be taking advantage of the Phaser's job profiling facility to track consumable and job usage. Each store will send a transaction log to Harvey's Head Office with the printer's serial number plus details about the page counts and wax usage.

Commenting on Harvey's use of the Phaser 8200, Upson said: "In addition to its unmatched ease of use, the Phaser 8200 delivers consistently excellent quality output. The waxy texture adds a glossy finish to the print even when printing on standard paper, which adds a professional look to customer printouts and the price tickets."

Introduced last year, the Phaser 8200 has quickly earned a reputation as one of the best A4 colour printers available today. Recently it was awarded 'Best colour Printer' at the Business Equipment Digest 'Excellence' awards, while it has collected many additional industry awards from publications across Europe. It uses Xerox's unique solid ink technology to offer both high performance and high quality colour printing. Unlike conventional toner printers, it can print consistently high quality output on a wide variety of media. Furthermore, as solid ink technology uses less internal components than traditional laser printers, the printers are inherently more reliable and use less consumables which over time considerably reduces their total cost of ownership.

Jim Fender, PASS's Managing Director said: "The Phaser 8200 is an excellent product. Its solid ink technology makes it suitable for a wide range of environments where affordable and reliable colour printing is a key requirement. The Phaser 8200 is part of a solution that PASS has implemented at Harveys, enabling the company's documentation to look even more professional. This has further improved the perception of Harveys as a high-quality furnishing retailer. This is an excellent product and we are delighted to have been involved with this project."

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