

## Application Brief

# Retail Line Busting

### Industry

Retail

### Products

Duratherm III receipt  
Duratherm II receipt  
Duratherm S receipt  
PR2/3  
PB21/31/51  
CK3R

### Region

North America

### Typical Applications

Retail checkout, Electronic stores,  
Restaurants, Concierge shopping,  
Car washes, Tour operators, Amusement  
parks, Entertainment venues, Hotels,  
Airline check-in, Transportation (bus, ferry)

### Customer Benefits

- Superior customer service to delight customers
- Maximum flexibility for spikes in checkout waiting times
- Optimized real-time allocation of associate resources
- Increased productivity
- Maximum printer battery life with optimized media
- Increased efficiency and productivity by printing at the point of activity
- Full range of receipt products to meet varied application requirements
- Stock media items available for quick shipment
- Optimized hardware performance with integrated Intermec solution

**Intermec**  
Printers & Media



### Industry Need

With stiff competition from online retailers, brick-and-mortar outlets must compete on service and total shopping experience. However, delivering on the promise of an exceptional experience can be challenging; insufficient checkout resources at peak times lead to long lines, frustrated customers, and abandoned carts or baskets.

Paradoxically, adding fixed sales counters consumes prime retail space (a particularly pronounced effect when they are not staffed or needed), and trapping staff behind checkout stations limits their ability to assist customers.

As shoppers grow increasingly sophisticated, lack of informed assistance or encountering items out-of-stock in a desired size can drive showrooming, where the physical store becomes a test facility and the order is ultimately placed on-line, often with a different retailer. To thrive in the current retail environment, finding ways to delight customers, add value, and creatively convert impulse shopping to sales becomes ever more important.

### Intermec Solution

Advances in mobile technology now enable significant changes to the way retail establishments can service customers. Capitalizing on this trend, many stores are just now experimenting with mobile checkout, while some have already completed full implementation. With handheld computers such as the CK3R and mobile printers such as the rugged PB21 or durable PR2 with integrated magnetic stripe readers, retail associates can scan merchandise, process payment, and print a receipt anywhere within the store; thus the shopping experience flows seamlessly from consultation to purchase without leaving the product display. Ensuring maximum uptime, these durable mobile productivity tools are engineered to remain operational after repeated drops to hard floor surfaces, significantly outperforming fragile consumer-grade devices.

Smartphone-armed consumers have grown accustomed to instant confirmation of inventory and shipment dates. When retail associates have access to capable mobile devices with real-time enterprise information, out-of-stock verification can quickly transition to an inventory search throughout the retailer's outlets, distribution center, and supply chain. Instead of sending the customer home empty-handed, the conversation can close a sale for home delivery or later in-store pickup.

As the compelling benefits of this technology drive adoption, a diverse base of retail establishments has implemented these solutions. Ranging from benign department store environments to outdoor users such as car washes, quick service food/drive through, and entertainment venues, the optimal receipt media must be selected to provide the needed level of performance. Duratherm III receipt stock offers good overall durability and longevity in most applications. Duratherm II receipt provides an economical option when an extended image lifespan is not required, and water exposure is not anticipated. For the ultimate in long-retention, high durability receipts (such as extended passes), Duratherm S receipt is a tear resistant synthetic, non-paper-based stock that can withstand extended water immersion, rough handling, and exposure to harsh weather conditions.

## Media Solutions for Retail Line Busting

Application	Material	Durability	Leading Stock Label Configurations	
			PB21/31	PR2/3
Receipt for benign environments, short term retention	Duratherm II receipt	Good; excellent print quality, economical option for receipt printing.	2.25x1300" roll (E24619); 3.25x1920" roll (E24631)	2.25x732" (E26482); 3.15x732 (E26480)
Moderate durability receipt	Duratherm III receipt	Better; excellent print quality with improved durability for increased handling and incidental moisture exposure	2.25x960" roll (E24620); 3.25x960" roll (E24632)	2.25x588" roll (E26458); 3.15x516" roll (E26516)
Receipt for harsh environments or maximum retention	Duratherm S receipt	Best; superior print quality, ideal for wet environments or high-handling, long retention receipts	custom	

### Printer Recommendation

PR2/PR3 Durable Mobile Receipt Printers [Profile](#)

**Fit** – Fits Your Work Environment for Increased Efficiencies and Uptime

- Smallest, lightest and most durable in its class
- Simple and intuitive LED user interface
- Only printer to offer optional, integrated, PCI-compatible MSR, with AES encryption

**Flexible** – Minimizes Your Ownership Costs for Lower TCO

- Industry-first remote management and health monitoring
- Modular accessories shared with Intermec mobile computers provide battery charging on board, or external to the printer
- Compatible with the Intermec FlexDock Modular Docking System for mobile computers and devices
- Secure Bluetooth® 2.0, 802.11 b/g, USB and IrDA connectivity options

**Fast** – Keeps Your Teams Productive

- Fastest time to first receipt in its class
- Simple drop-in media loading
- Easiest to integrate and deploy, with all common printer languages standard

PB21/31/51 Rugged Mobile Receipt Printers [Profile](#)

- Industry's fastest label throughput
- Rugged design for the harshest mobile environments
- Easy to use and support
- Powerful smart-printing capabilities – the industry's only "smart" mobile printers

### Computer Recommendation

CK3R Rugged Mobile Computer [Profile](#)

- **Rugged** – Withstands multiple 1.2m (4ft) drops to concrete across all operating temperature ranges and an IP54 seal rating against rain and dust
- **Scanning** – Integrated high motion tolerance 2D area imager supports high-performance, omni-directional scanning
- **Radio** – Supports industry standard 802.11 b/g/n and Bluetooth radio for adaptable communications
- **Battery** – Industry-leading battery performance will last a full shift and beyond
- **Processor** – Equipped with a power-efficient 1GHz multi-engine Texas Instruments processor, 256MB RAM and 512MB Flash



## The Intermec Advantage

When enabling technologies drive dramatic improvements in customer satisfaction, it is critical that the hardware provides maximum reliability and superior performance. Intermec printers and media are optimized to deliver superior performance when used together. Seamless integration with Intermec handheld computers provides the fastest speed to print in the industry as well as simple setup and configuration. Our rigorous testing and co-engineering ensures consistently high print quality, proven label and tag performance in demanding real-world environments, and maximum print head service life for reduced downtime.

Intermec printers and media are complemented by the industry's only complete line of integrated solutions and services, including rugged mobile computers, RFID systems, and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.

## For more information

Contact Intermec for more information on line busting and mobile checkout for your retail enterprise.



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### Worldwide Locations

[www.intermec.com/locations](http://www.intermec.com/locations)

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