

Metrologic Provides Book-of-the-Month Club with a Total Returns Processing Solution



The IS8300 projects a compact scan pattern to read small, high-density bar codes. Popular for small parts work-in-process applications, the IS8300 reads bar codes on packages up to 508 mm (20") high and 360 mm (14") wide.

Book-of-the-Month Club, Inc. (BOMC), a division of Time Warner Inc., has direct-marketed books for 75 years. The club's 4.5 million members make a monthly selection or receive a BOMC selection, which may be returned if the member does not want a pre-selected book. BOMC's 500,000-square foot headquarters facility in Mechanicsburg, PA receives returns from the U.S. and Canada, utilizing the power of HoloTrak® to process more than 32,000 packages per day...processing 11,000 more returns daily, with the same number of workers.

"BOMC wanted a single vendor," explains Joe Milacci, Metrologic's Vice President of Automation. "In addition to providing the scanner, we sourced and integrated the entire system." He added, "BOMC asked for a second scanner as back-up, but our single overhead HoloTrak scanner proved so robust that we didn't need a backup." Nine workstations are installed in the returns area. They operate three shifts, six days a week.

Since the July 1999 installation, BOMC has reported a high level of satisfaction. Tom Greenebaum, BOMC's Senior Vice President and General Manager said, "The system Metrologic installed has greatly improved the speed and accuracy of our returns processing operation, setting throughput records week after week, virtually eliminating

human error and freeing us up to do other tasks." The BOMC host system uses data from the scanned bar codes to record incoming returns, then later uses the data to determine product buying trends and customer preferences.

Utilizing Metrologic's patented holographic technology to project a concentrated omnidirectional scan pattern, the HoloTrak IS8300 produces 5,250 scan lines per second to read even small, high-density bar codes like those often found on books.

The new system is currently under consideration for returns processing at another distribution center in Hanover, PA.

BOMC's ergonomic returns workstation, Mechanicsburg, PA, USA.



Book-of-the-Month Club, Inc., was founded in 1926 with 4,750 members. In 1999, the company's nine clubs and two continuity programs distributed more than 40 million books, CDs and videocassettes to members in the United States and more than 60 countries. Total membership in the clubs is over 4.5 million.

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IDENTIFYING SOLUTIONS

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