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FRACHT + MATERIALFLUSS

DAS LOGISTIK-MAGAZIN

//

NOVEMBER
1998

30.

JAHRGANG



KOMPONENTEN

Bei Flurförderzeugen hat der Gleichstrommotor mit seinen besonderen Leistungsmerkmalen für innovative Impulse gesorgt

SYSTEME

Leistungsfähige Hard- und Softwaresysteme erhöhen die Wettbewerbsfähigkeit durch höhere Transparenz und bessere Verfügbarkeit

TECHNOLOGIEN

Mit zweidimensionalen Codes können wesentlich mehr Daten verschlüsselt werden, als mit herkömmlichen Barcodes

DIENSTLEISTUNGEN

Dienstleister sind mehr noch als andere Unternehmen dazu verdammt, neue Entwicklungen rechtzeitig zu erkennen

A scanning solution for returning newspapers and magazines

A link in the logistics chain

Probst is a Wuppertal-based print media wholesale distribution company that delivers newspapers and magazines to regional retailers. Every night, retailers return unsold copies of any issues whose display periods have expired to the wholesaler. Thus, Probst receives about 200,000 copies of newspapers and magazines every week, which arrive in thousands of packages that have been tied by hand. These packages must always be clearly assigned to the specific customers who sent them, because all returned copies are evaluated and counted by machines. In this context, the bar code laser scanner Holotrak is an important link in the logistics chain, because it is a component of the wholesale business management information system named Galileo.



The Holotrak scanner uses the bar codes applied to magazines to identify a change in customers.

In 1996, Probst began to manage the collection and processing of returns in terms of total quality management as a customer-oriented return service. The Galileoscantec component was used to support integrated inventory flow management. Galileoscantec is a product of the cooperative venture between two Wuppertal-based companies: The software company Prosy and Micom, a scanning technology system developer. Galileoscantec is a complete logistics solution for managing the physical inventory flow in the print media wholesale industry, which is based on scanning technology. The Galileo wholesale business management information system includes the fully automatic bar code laser scanner IS 8000, which is part of the Holotrak series developed by Metrologic Co.

Customized labels to identify individual customers

The orderly processing of returns is primarily dependent on the

unambiguous identification of all return packages. Customer-specific labels have been developed in order to simplify the packaging and identification procedure for the retailers. The labels display the customer number and consecutive package number, which are encrypted together with a standard EAN 13 code. In addition, each set of labels delivered to customers also comes with an order form the customers can use to manually re-order more labels.

Exact information is included with all returns

The actual processing of returned issues begins with delivery of the packages. Physically, returns are handled by simply exchanging old inventory for new issues. In order to assist retailers with this process, customers receive a return notice, which lists the current issues due to be returned. Packages thus prepared and identified are delivered every morning to the returns processing department, where the packages first go through the re-

ceiving process. Mobile MDE devices are used to scan the labels and to check them for accuracy in real-time. The information on the labels, such as customer, package and route number, as well as packing sequence must be plausible; otherwise a notation will be entered on the receipt. This process has markedly reduced the number of incompletely labeled and unlabeled packages and the receiving process itself has become an integral quality control component. Just prior to the actual processing of the returned merchandise, the package label is logged once more while the packages are opened and unpacked. The Holotrak IS 8400 is used for this purpose. This omni-directional bar code scanner is installed above the conveyor belt on which the bundled magazines are transported to the fully automated facilities.

Holographic optics and their excellent scanning properties

The Holotrak's remarkable scanning properties are fully realized in the context of this manually oriented work place. The scan-

ner's holographic optics have been patented worldwide. The scanner creates a 60 x 60 cm grid net that enables it to read bar codes from any orientation. Due to the scanning depth of 80 cm, bundles of any height are scanned automatically. In practice this means that the scanner can read any bar code that matches the structure of the package label without the need of employee involvement in this process. The scanned data is then used to print a customer separation sheet, which is needed for further automatic processing.

For customers this means that their merchandise can be identified better and more easily than before. This represents more than just a theoretical improvement, as evidenced by the fact that mistakes such as accidentally switching customer orders have been almost completely eliminated.

The multiple readings of pack-



Due to its scanning depth of 80 cm, the scanner can reliably read bar codes displayed on magazine bundles of various height.

age labels form the basis for conceptualizing a step-by-step package tracking system of the type already used by major freight companies. In practice this means that, at the push of a button, Galileoscantec can answer questions about when a specific package has passed through the various steps of the processing procedure, where a given package is located at any time or about the current status of a customer's return. In addition, the customer is not only able to access this information by telephone, but can also, in theory, access the information through the Internet.

The introduction of this return service was a huge success in the geographic area served by Probst: acceptance is excellent, almost all customers return their merchandise daily and the number of complaints has decreased significantly.

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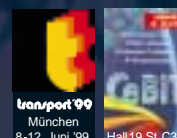
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Durch das homogene Scanfeld von bis zu 60 x 60 cm und 90 cm Höhe bieten sich Ihnen Einsatzmöglichkeiten, die bisher oft zu teuer oder nicht sinnvoll zu lösen waren. Informieren Sie sich um auch in Ihrem Unternehmen die Effizienz zu steigern!





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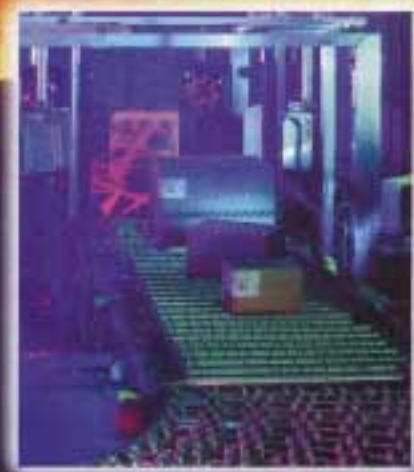
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18. - 24. 3. 1999

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