

Solution Brief : Wholesale Floral Industry | Northeast USA
Assured Print Job Delivery for Shipping Labels



A Division of
Digital
Controls

Robust print job management assures all labels print and no shipments are missed or duplicated

Print Job
Management



The Challenge

The demands of the world we live in are many. One demand that has evolved over the last 5 to 7 years is that when we order something, we expect that it is delivered, on time quickly, every time!

In this solution brief the “we’ve got to have it now” mentality is compounded by the type of product the company is providing, fresh cut flowers. Flowers that don’t ship when expected, not only create unhappy customers, but they also risk potential lost income for the company. Fresh cut flowers, by their very nature, must be shipped shortly after they have been cut in order to maintain maximum enjoyment time for the consumer.

The Organization

The end user has been providing Professional Retail Florists with the finest in Fresh Cut Flowers and Greens, Floral Supplies, and Botanicals for over 45 years.

They began as a small family business in the late 1950's and have grown to become one of the largest floral distribution companies in North America. Their corporate headquarters is over 100,000 square feet in size. In addition they have, Logistics, Distribution, and Sales facilities in four locations around the United States. They use the latest in state-of-the-art equipment to meet the demands of floral distribution.

In today's highly competitive market, the company feels that it is only as strong as the people behind it. With their skilled buyers, import and design specialists, professional sales personnel, and logistics and distribution experts (and logistics systems like the printers provided by Printronix and software provided by Plus Technologies), their customers are guaranteed to receive the Best Possible Floral Value.

*We don't have missed shipments
any more because labels didn't
print. OM Plus just takes care of
things for us.*



The company has been shipping to retail florists for over 45 years. Their logistics processes and systems have evolved along with the growth of the business. Recently the company engaged Printronix to replace their fleet of label printers (previously they used Sato) with Bar Code Printers from Printronix. Because the Printronix printers can accept the Sato native print stream, the company did not have to make changes to their applications that create the label data.

The company was also looking to solve another problem they had been having with their printing. Whenever there was a print failure (of any kind) and labels did not print as expected, there was a very high probability that shipments would be missed or duplicated because the print job could not effectively be restarted from the point of failure.

This re-start issue was due specifically to the fact that operating systems' native spooling system was not designed for enterprise production printing and output management. No O/S's native print spooling systems are. Fortunately, OM Plus was designed from the ground up to provide this functionality. When a printing problem is encountered, OM Plus can send an alert and enable personnel to easily restart the job from the point of failure. This ensure that labels are printed (none are duplicated) and shipments are on time.

The Solution

The solution to this problem was fairly straight forward. The customer installed OM Plus from Plus Technologies. OM Plus takes the place of the operating system print spooler and manages the delivery of labels to the Printronix printers in all the company's logistics facilities around North America.

Plus Technologies implemented what is referred to as a print confirmation/assured delivery solution based on OM Plus. As the batches of labels are released, they are now sent to OM Plus to manage and confirm their delivery (previously the O/S spooling system handled this). OM Plus tracks the printing of the jobs and the individual labels within the job. OM Plus performs the confirmation by communicating directly with the printer through the use of PJI commands being sent to and from the printers themselves. OM Plus knows, at any given time, which labels have actually printed successfully. The OM Plus central management screen also indicates which label job has been interrupted and which label had last made it to the successfully printed status. Knowing which label printed successfully, allows the system administrator to be able to re-start the job at the correct label. This ensures that all shipments are made when expected and no shipments are duplicated because a label was printed more than once.

The Result

The result of implementing OM Plus at the company was twofold. Number one was customer satisfaction. They no longer miss shipments because labels didn't print as expected. Printers are mechanical, they break, they run out of media or toner, etc so they will "fail" and OM Plus allows the company to overcome the inevitable print failures that had previously resulted in missed shipments and unhappy customers.

Number two was cost savings. With the OM Plus and Printronix solution, orders ship when expected, so they lowered their inventory waste and reduced their cost of doing business.

By leveraging the hundreds of man years of experience on staff at Plus Technologies, and our advanced print job management software, OM Plus, Printronix and its label software partner, was able to provide a solution to the operational challenges that this customer faced. Not only were they able to offer the company a solution and but this also provides Printronix with a competitive advantage in the market.

It is not uncommon for end customers to be faced with print job management challenges when addressing printing costs and processes at the enterprise level.

Plus Technologies experience in enterprise printing and print job management software allows us to quickly diagnose problems like this company's and architect a solution that not only solves the problem, but does it economically as well.

OM Plus *helps your organization print more efficiently and dependably, improving your processes and your bottom line!*