

The Beer Store



S U C C E S S
S T O R Y

Epson's TM-T88III gets cost savings and efficiency brewing at The Beer Store.

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Lawrence Sauder
Manager of Networking and
Technical Services
The Beer Store



Epson's TM-T88III is the perfect solution for high volume retail environments like The Beer Store.

The Beer Store, headquartered in Mississauga, Ontario, has been the main distribution and sales channel for beer in Ontario for over 75 years. Created by brewers working with the government to create responsible beer distribution, The Beer Store has one of the world's largest selections of beer. With 436 retail outlets, its stores sell more than 300 brands from over 70 brewers from around the globe.

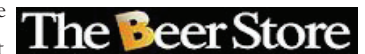
New stores, new technologies

Today, The Beer Store is changing its retail landscape, adding stylish new stores across Ontario, Canada, and upgrading to point-of-sale technology like the Epson TM-T88III thermal receipt printer.

As The Beer Store continued to expand and upgrade its operations, replacing old printing technology was high on the list of priorities. "Bringing in new printers made better financial sense than trying to keep the older printers going with costly maintenance," said Lawrence Sauder, manager of networking and technical services for The Beer Store. With the help of Epson Acclaim Strategic Business Partner, NRT Technology Corp. of Toronto. The Beer Store selected and installed nearly 1,000 Epson TM-T88III printers in 436 stores in just a few months.

Check-out lines move faster

With a printing speed that's 25 percent faster than their previous printers—up to 5.90 inches per second—The Beer Store customers experience an immediate improvement



in service at check-out, especially during debit transactions. "With 17 million debit transactions annually—that's about 25 percent of all our transactions—we need very fast receipt printers," said Sauder. "The high speed of the Epson printers helps reduce the cost of running the business."

Benefits beyond speed

While speed is vital to smooth operations at The Beer Store, the company is benefitting from all the features the printer offers. Like double receipt printing for better tracking of debit cash-back transactions and its compact size that leaves more room on busy retail counters.

The Epson TM-T88III takes full advantage of thermal printing technology. "The printers are quieter and less costly to run than our old impact printers," said Sauder, "And that keeps noise and consumable expenses to a minimum."

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Drop-in paper loading

With so many transactions, The Beer Store insisted on printers that would minimize the hassle and time of reloading receipt paper. The Epson TM-T88III easily answered that need with its drop-in paper loading feature. "If a cashier runs out of paper, it takes seconds to drop in a new roll and close the lid," said Sauder. To make operation even smoother, the TM-T88III is available with an auto-cutter and displays Auto Status Back (ASB) messages so The Beer Store cashiers can monitor the printer's status in real time.

H I G H L I G H T S

- Thermal technology lowers the cost of consumables
- Print speed of up to 5.90 inches per second improves efficiency at check-out
- Compact design reduces counter clutter
- Prints logos and graphics for high-impact receipts and coupons
- MCBF of 52 million lines for high dependability

Small printer, big impact

The TM-T88III gives The Beer Store the option to create receipts and coupons that make a big impact on customers. The printer's flash memory prints graphics and logos with smooth, scalable characters, landscaping or black-white reversal with no processing delay. And, its flexible page mode offers a choice of receipt layouts.

A perfect fit

The Epson printer was a perfect fit with both old and new POS systems. "The Beer Store needed compact, single station printers with a good return on investment. We were able to provide that with Epson's TM-T88III," said Frank Hall of NRT Technology, one of the largest resellers of POS components in Canada. "It's the perfect solution for high-volume retail environments that require cost-effective, fast and quiet printing with few consumables," he added.

Keep it simple

For The Beer Store, the Epson TM-T88III printers are living up to their reputation for quality and reliability. With a MCBF (mean characters between failure) rate of 52 million lines and auto cutter life of 1.5 million cuts, "The Epson TM-T88III saves money, increases our efficiency and accuracy, and our customers appreciate the shorter lines," said Sauder. "Within minutes, new workers are up to speed selling from our popular selection of beers. The Epson TM-T88III really fits into our POS philosophy to keep it simple."

EPSON SOLUTION PARTNER

Hardware and Software:
NRT Technology Corp. of Toronto.



The Beer Store depends on Epson TM-T88III printers in 436 stores to help keep lines moving.