

CASE STUDY

Reduced costs and improved processing speeds at feelunique.com with Toshiba TEC Duplex Thermal Printers

Leading Toshiba partner and Duplex Thermal Print Specialists, Paperuk.com, recommends Toshiba TEC DB-4EAD Duplex Thermal Print Solution to feelunique.com resulting in over £75,000 of savings to their business and improved processing speeds.

COMPANY OVERVIEW: FEELUNIQUE.COM

Since its launch in 2005, feelunique.com has become Europe's largest online retailer of health and beauty products, bringing millions of people outstanding value beauty, grooming and health products straight to their doors. Championed by industry experts, celebrities and the general public alike, it sells 25,000 products from over 500 leading brands to 80 different countries, and its UK operation is growing by 50 per cent year on year.

Feelunique.com ships two million parcels a year – the equivalent of over 38,000 a week – and on the run up to Christmas this figure reaches

100,000 per week. Craig Wheeler, the company's Operations Director, comments, *'Our growing popularity is down to a number of factors including our ability to offer premium brands that are competitively priced. We also pride ourselves on having unrivalled levels of customer service and make ourselves open for communication at all levels of the business.'*

To provide these levels of customer service, feelunique.com has a team of over 55 members of staff in its busy despatch department. Ensuring that the correct documentation is produced with each order is a vital part of the process and speed is the key.



CUSTOMER PROFILE

feelunique.com
THE DESTINATION FOR BEAUTY

THE LARGEST ONLINE RETAILER OF PREMIUM BEAUTY PRODUCTS IN EUROPE AND ONE OF THE FASTEST GROWING ETAILERS IN THE WORLD.

CHALLENGES

Keeping pace with the operational demands to produce order/despatch documentation resulting from high business growth at the same time as maintaining customer service levels

SOLUTION

A Duplex Thermal Print Solution using Toshiba DB-4EAD printers and 2-sided duplex thermal label consumables

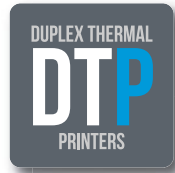
BUSINESS OUTCOME

A cost saving to the business of approx, £75,000 and improved processing speeds to generate order / despatch documentation

“Duplex Thermal Printers have changed how the whole despatch process works, allowing us to operate more efficiently and we have been able to increase the number of parcels sent out within a shorter time frame.”

Craig Wheeler, Operations Director, feelunique.com

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'The company will save £50,000 on material costs alone.'

SOLUTION

Lancashire based Paperuk.com has been a long-term supplier of despatch documents and labels to feelunique.com and also recently became a partner of Toshiba TEC. Amanda Gibson, a Director at Paperuk.com states, 'We were impressed with the Toshiba DB-4EAD and soon realised its potential as a highly effective print solution for many of our ecommerce and multi-channel customers.'

'We recommended a Toshiba Duplex Thermal Print Solution to feelunique.com as it was clear this would deliver significant time and cost saving benefits to their business operation and still allow them to keep pace with their operational demands.'

The compact, rugged and robust DB-EA4D dual-sided label printer has been designed to offer a low cost environmentally friendly solution for applications requiring dual output. Becky Viccars, Marketing Manager at Toshiba TEC, says, 'Easy to use and with high-speed printing, this innovative technology provides a reliable and efficient alternative to traditional single-sided solutions. It also has excellent environmental credentials, as by using both sides of a label the amount of consumables used in the printing process is reduced, thereby lowering total cost of ownership and increasing efficiency for the user.'

Feel Unique were impressed with the Duplex Thermal Printer Proposal from Paperuk.com and instantly recognised the significant time and cost saving benefits to be achieved compared to their current laser solution. A pilot test with Toshiba DB-4EAD printers provided impressive results which actioned a rollout in line with the implementation of their new WMS system. 5 Toshiba DB-4EAD printers were supplied with service maintenance agreements and installed prior to the Christmas 2014 season, enabling the company to work through the whole period in a streamlined efficient way without any problems at all.

Since being installed, Paperuk.com have further enhanced the value of the duplex thermal solution by offering a pre-printed message beneath the carrier label. Wheeler explains, 'As well as vastly improving the aesthetics of the despatch note, Paperuk.com could preprint an additional message underneath the peel off customer address label. We can use this for promotions and to make customers aware of features on our website. Customers are much more likely to read a message on the despatch note – we have found that they keep these as an invoice reference for the future – so this has very powerful marketing communications potential.'

BUSINESS OUTCOME

The measurable benefits are compelling. Feelunique.com is now enjoying some considerable cost savings and benefits. These include:

- Saving circa £50,000 per year on material costs
- Saving circa £10,000 per year on maintenance and support for the previous A4 Laser printer fleet and its consumables
- Saving circa £15,000 by not having a senior administrator in the despatch area to resolve issues with the A4 printers. This person is now able to spend more time managing team activities
- Creating further marketing and promotional opportunities through the label design

Feel Unique's Craig Wheeler is delighted with the results and concludes, 'Printing is now a pleasure and despatch documentation is produced quickly and reliably! They have changed how the whole despatch process works, allowing us to operate more efficiently and we have been able to increase the number of parcels sent out within a shorter time frame. Amanda constantly comes up with innovative ideas to improve our business processes, something that is exemplified in her recommendation of the Toshiba TEC DB-4EAD.'

ABOUT PAPERUK.COM

Paperuk.com is a leading supplier of Duplex Thermal Print Solutions and the design and supply of despatch/return documents, carrier labels and gift message solutions to many of the UK's most successful multi-channel retailers including John Lewis and ASOS.

They provide innovative, trusted print solutions that help businesses improve their workplace performance, save time and money and enhance the customer experience of their brand.

Their specialist division www.duplexthermalprinters.com now offers Duplex Thermal Print Solutions specifically to ecommerce businesses and fulfilment operations in the Retail Sector. Paperuk.com prides itself in its commitment to outstanding customer service.

Founded in 1985, the parent company Pioneer Print Solutions celebrates 30 years in business and continues to achieve year on year profitable growth.

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Leading Innovation >>>