

Industry leading Mail Order Company Deploys BIXOLON Linerless Labelling Printers to Improve Shipping Efficiency



Erwin Müller®

WOHLFÜHLEN ZU HAUSE

Erwin Müller Versandhaus GmbH from Buttenwiesen near Augsburg, Germany was founded in 1951 as a textile wholesaler and is still a family business today. The company has been continuously expanded since it was founded with around 350 employees and is one of the largest employers in the region. Moving with the times, the company has evolved from wholesaler into one of the leading mail order companies for home and household textiles due to its willingness and foresight for innovation.

From launching its first Erwin Müller branded bed linen and sheets in 1996, to trading online since 1997; the company has since grown a presence in Germany, Austria, Switzerland and Internationally with its online shop since 2009. The company has won many accolades along the way within Retail, Living and Furnishing and Business due to its innovation and entrepreneurial flair.

Challenge

With the need to improve the internal operations of their e-commerce business, Erwin Müller's shipping department looked for an efficient and eco-friendly labelling printing solution to reduce by-product waste, ongoing media storage issues and high purchasing costs of their existing traditional liner label printing solution to produce good receipts, transfers, production orders and item refinement. After looking at technology innovations on the market they decided they would pursue a linerless labelling printing solution which could be seamlessly integrated with their existing shipping and processes system. Ensuring technology compatibility and availability were crucial aspects to consider for the integration upgrade.

SUMMARY

Customer : Erwin Müller
Versandhaus GmbH

Integration Partner :
GreenForest IT GmbH

Industry : Wholesale and E-Commerce

Challenge

Erwin Müller looked for a more efficient and eco-friendly label printing solution to improve the operations of its shipping department.

Solution

- BIXOLON XL5-40CT Direct Thermal Linerless Printer with LCD Display and Serial and Ethernet Interfaces
- The printer is connected via an IP and operated to print from PCs running on a Windows system

Results

- The new printers have brought efficiency and cost savings and have contributed to the overall improvement of shipping operations
- Printouts from the XL5-40CT are now more durable than those produced from their old direct thermal printers
- The new linerless solution overcame the challenges of material waste, storage space and cost inefficiencies associated with traditional label rolls with liners
- The solution aligns with the company's efforts to be environmentally conscious and reduce the environmental impact of their label printing process

Solution

Erwin Müller worked with system integrators Greenforest IT GmbH and BIXOLON to put together a tailored linerless printing solution for their company's specific needs. Erwin Müller chose the BIXOLON XL5-40CT Direct Thermal Linerless printer with LCD display, with Serial interface and Ethernet connection, capable printing at 203dpi print resolution. The printer is connected via an IP and operated to print from PCs running on a Windows system based in the warehouse.



Results

Erwin Müller has now been successfully rolled out the new labeling solution within its shipping department. The new printers bring efficiency and have reduced costs contributing to the overall improvement of its shipping operations, while aligning with the company's efforts to be socially conscious and reduce the environmental impact of their labeling process.

Printouts from the XL5-40CT using linerless labels are more durable than those used with their old direct thermal printers. The new linerless printing solution adds value to the company by reducing material waste, optimises storage space which saves costs in the long run. It also coordinates with Erwin Müller's sustainability goals and ultimately enhances efficiency within the shipping department.



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During the selection process, we had to consider factors such as compatibility of new technology and their existing systems, the availability of the required hardware and software and the overall feasibility of implementing the solution within our shipping department.

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**Andreas Straub, Head of IT,
Erwin Müller Versandhaus
GmbH**

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The implementation of the BIXOLON linerless printing solution improved our shipping operations by increasing efficiency and speed, reducing waste and cutting down on operational costs. It contributes to a more environmentally friendly and cost-effective approach, positively impacting the company's overall performance.

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