



## INDUSTRY: MANUFACTURING HOUSEWARES

### Customer Profile:

This U.S.-based customer, with nearly a million square feet of warehouse space, is a global leader in the tabletop, cookware and housewares industry with its own branded products as well as private label solutions through leading retailers worldwide. Products are manufactured in over 100 factory locations.

### Objective:

The most immediate objective of this customer was to meet a sudden and pressing mandate from one of its primary retailers to provide RFID tags on products being shipped to the retailer. In addition to needing to meet this new demand, the company was finding it increasingly difficult to keep abreast of routine label development and deployment objectives.

### Customer Requirements:

This customer required a fast and very affordable solution. They needed to meet the immediate demand for RFID adaptation, and in the long run they needed a solution that could keep ahead of their label varieties and volumes – all at less cost, in less time and with more reliability.

Moreover, this Loftware customer and others in a variety of retail supply businesses are increasingly aware of the growing trend among their end customers to impose monetary penalties for a failure to ship on the part of product manufacturers. For this customer, with worldwide operations, a global base of retail partners, and a broad product line of housewares, its likely the demand for new, additional, and custom labels will grow.

### Result:

Within a week's time, from start to finish, the customer's objective was met with a Loftware solution that provides a connectivity bridge linking the Loftware Print Server and Oracle-based applications. In addition to this component, Loftware professional services personnel quickly a set of business rules so that the customer can also cross-reference

### Company:

Leading, privately-held, U.S.-based housewares manufacturing company with more than 100 production facility sites and nearly a million square feet of warehouse space.

### Business:

Manufacturing

### Product:

Housewares

### Scope:

Worldwide

### Solutions:

- Loftware Print Server®
- Loftware Connector for Oracle®
- Professional Services



look-up tables on the basis of product model numbers and distribution centers. The RFID mandate was easily met, and the growing demand to manage a runaway portfolio of new and different label types and formats has been all but eliminated.

**The Solution:**

The Loftware Connector for Oracle bridges Oracle-based applications and the Loftware Print Server. It enables business and Information Technology managers to centralize control of the Oracle label printing function; easily integrate Oracle-based applications with the label printer infrastructure; improve label production throughput with no coding changes to the label-originating Oracle-based application; ensure fast and reliable label production utilizing Loftware capabilities to support load dividing, automatic failover, and automatic notification of label printing failure; deliver increased labeling productivity without disrupting current business operations or retraining the existing end-users; offload the resource-intensive task of creating and printing labels from business-critical Oracle-based applications to deliver better system performance; and, eliminate maintenance programming by keeping current with changing labeling business logic requirements by using menu-driven configuration tools.

**Value and Benefits:**

This Loftware customer met a new demand from one of its most important partners while at the same time bringing a vast improvement to the labeling process across the entire organization. With the Loftware Connector for Oracle, this housewares manufacturer can create and produce more labels of more types in less time and at lower cost.

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