

HOUSE OF FRASER TAKES CONTROL OF PRICE MANAGEMENT WITH DATALOGIC

London, UK – March 10th, 2016 – [Datalogic](#), a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors for measurement, detection and safety, vision systems and laser marking equipment, today announced that premium United Kingdom department store, House of Fraser, is using [Skorpio™ X3](#) mobile computers to improve the price management processes.

House of Fraser, owned by Nanjing Xinjiekou Department Store Co. Ltd., a leading chain of Chinese department stores, purchased 290 Skorpio X3 devices following an extensive pilot program run in its Glasgow and Bristol stores with Datalogic business partner Capgemini.

“We reviewed a number of options before selecting the Datalogic Skorpio X3 mobile computers to replace the legacy handheld terminals that were operating in our 61 stores across the UK,” commented Fred Jefferiss, Commercial Finance Controller at the House of Fraser. “The ergonomics of the Skorpio X3 product, together with its alphanumeric keypad and large QVGA screen make operation easy and efficient for all members of our in-store teams.”

The primary function for the mobile computers is to aid and improve price management processes. Paired with a mobile label printer via the integrated Bluetooth® communications on the Skorpio device, employees can price check items and then print accurate clearance labels on the shop floor, affixing them to items within seconds. “The ability to price check and print on the spot enables us to more accurately and efficiently prepare for sale periods and provides our customers with a clear and professional presentation of the item price that minimizes queries and reduces checkout times,” continued Jefferiss.

The Skorpio devices incorporate Datalogic’s patented ‘Green Spot’ technology, providing additional visual good-read confirmation, when area noise may interfere with audible confirmation of the scanning ‘beep’. In addition to increasing throughput, this functionality also helps to reduce errors and improve the accuracy of pricing on the shop floor.

Mike Doyle, Regional Director UK and Ireland for Datalogic said, “As a supplier to over a third of the world’s leading retailers, Datalogic is committed to developing technology that improves the shopping experience, while also driving operating efficiency. It has been a pleasure to work with our partners to deliver an integrated solution that will allow House of Fraser to more accurately manage pricing.”