

Original Marines chooses the TM-T88V-i



INTELLIGENT PRINTERS FOR MODERN, FLEXIBLE STORES

In the frantic world of fashion, could the success of a brand also depend on the receipt printers used at the point of sale? The experience at Original Marines would suggest that the answer is yes.

It is not enough to know how to continuously interpret and anticipate peoples' personal tastes, to develop a perfect supply chain, or to have an excellent distribution network across various channels and a widespread sales network. The retail sector is changing so extensively and so quickly that companies are being forced to manage and control a set of increasingly complex and interlinked variables such as the brand, range, purchasing behaviour and consumer lifestyles.

This is why they need a fast receipt printer which offers the greatest flexibility of use and does not need a PC to connect to the company IT system and that can also be connected to temporary wireless sales terminals such as iPads and Android tablets. Another essential: it must be simple to install, connect and use.

Original Marines: in the beginning there was a white T-shirt

The brand was founded in 1983 when five entrepreneurs from Campania, Italy, decided to start a company specialising in the production and marketing of casual and sports clothing lines for the whole family.

From the historic white T-shirt of 1983 to total-look collections for the whole family, today Original Marines is a brand synonymous with freshness, independence and a lust for life, while always remaining aware of the quality-price ratio of its products. From the first single-brand shop in 1993, to over 600 today (of which 77 are outside Italy, spanning five continents), the company's evolution has been continuous and unstoppable.

The management of an increasingly complex business requires increasingly simple tools

In 2011, in order to manage the sales network better, Original Marines chose the power2Retail software suite developed by KIR (www.kir.it), a company specialising in the development of IT solutions for the retail industry.

"power2Retail can be operated natively on iOS and Android mobile devices, guaranteeing they are fully operational even when offline, in a way that is transparent for users. This fully web-based solution," explains Raffaele Abbate, CIO of Original Marines, "has changed our approach to software management and actively involves all users in our retail chain, from the retailers in our stores to the company's top management."

Original Marines

"This innovative technology from Epson has opened up new possibilities for our retail environment, by significantly simplifying our entire business."

Raffaele Abbate

CIO

Key Facts

The possibility to print without drivers and to change applications without having to change printer settings is an important development.

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Epson's FP-90III and TM-T88V-i: the “intelligent” solution for retail

The power and use of this innovative application, however, run the risk of being limited by the presence of traditional cash registers at the point of sale, that could only communicate with a single PC and required the creation of a driver for every model.

“When Epson showed us the FP-90III and TM-T88V-i models,” concludes Raffaele Abbate, “we immediately realised it was the perfect solution for our needs: the possibility to print without drivers and to change applications without having to change printer settings is an important aspect, allowing us to free ourselves from using a specific type of hardware, to connect more devices to the same printer and also to work with mobile devices at periods of increased customer flow.

“This innovative technology from Epson has opened up new possibilities for our retail environment, by significantly simplifying our entire business: from managing administrative and managerial data flows to controlling the vast point of sale network across the country.”



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