

**Retail**

**Reliability is critical for printing 10,000 documents a day**

Selgros has 21 cash & carry stores across Romania, four of which are in the capital city, Bucharest. Each hypermarket offers more than 24,000 food items and a further 17,000 non-food products.

Every day, thousands of customers visit the stores so speed and reliability of printers to process documents like invoices and credit notes is seen as vital. In such demanding environments, Selgros is quick to realise the benefits of its Printronix line matrix industrial printers: they're reliable, fast and robust.

**A growing business relies on proven technology**

Selgros Cash & Carry has been owned since 2008 by TransGourmet Holding, a fully owned subsidiary of Coop Switzerland. Prior to that, it was run as a joint venture between Rewe Group and Otto Group since 1989. It has stores in Germany, Poland and Russia and entered the Romanian market in 2001 by opening its first hypermarket in Brasov, where it is still headquartered. Through investment of more than 15 million euros, it has since opened a further 20 stores throughout the country.

The Romanian Selgros operation employs some 5000 people and supplies caterers, traders and other SMEs. It prides itself on the freshness of its food items and the quality and competitiveness of all its product lines. It places competence at the heart of everything it does and technology plays a key role in improving its capabilities and efficiency, in both customer experience and business processing.

**Challenging environments**

Cash and carry stores, like many warehouses, can be pretty demanding environments, both in terms of extremes of temperatures and movement of stock so any technology used has to be resilient in such conditions.

Selgros has used TallyGenicom line matrix devices for several years and when it comes to replacing them, it does evaluate the benefits and costs of other print technology like laser, inkjet and thermal. But it keeps coming back to line matrix as it feels the technology still offers the best solution in terms of cost-effectiveness, reliability, speed and durability. Smart ID Dynamics SA supplies the replacement Printronix devices and helps manage the migration process.

Selgros has over 20 Printronix printers sited in the back offices of its Romanian network of stores, a mix of the 6615Q and the 6815Q models. They are used across all departments and print around 10,000 A4 equivalent documents a day. They are connected to the Selgros ERP network with Ethernet 10/100 Base T and use the standard Genicom ANSI emulation for printing from a Windows operating system.



*"We're open from 8am until 8pm, Monday to Friday, and have several thousands of customers through our doors every day. They're busy people with businesses to run and can't afford to be held up, so we have to be fast in processing their orders and can't afford any downtime or delays,"* says Olar Catalin, IT director at Selgros, Romania.

*"We know these line matrix printers are fast and can more than keep up with the volume of documentation we're producing. But more than that, we know they're reliable and strong, so we have little to worry about in*



**SELGROS**  
**cash & carry**

terms of breakdowns. We have our own IT staff in-house and can deal with any issues that do arise but we've found they need very little maintenance and are extremely reliable," offers Olar.

In addition to the TallyGenicom line matrix devices, Selgros also runs HP, Epson, Zebra and Intermec printers across its enterprise. The company is currently exploring the viability of dematerialising its processes.



#### **The solution in summary**

20 Printronix 6615Q and 6815Q printers across Selgros Romania's stores  
Printers are used to print invoices, credit notes and other supply/delivery documentation  
Print volume: Over 2.6 million pages a year  
Print formats: A4 sheets equivalent

#### **About Printronix**

Founded in 1974, Printronix is a leader in mission critical printing solutions, offering the most reliable range of industrial printers, supplies and associated spare parts in the industry. The company provides two of the most trusted brands in industrial and supply chain printing, Printronix and TallyGenicom, known by manufacturing, distribution and retail enterprises across the globe. The combined brand portfolio comprises high quality line matrix printers delivering verifiable printing outputs and world-class use and ruggedness to manage the high level of daily orders.

#### **About Smart ID Dynamics SA**

Daniel Boangiu and Romeo Iacob founded Smart ID Dynamics in Romania in 2010. They were both experienced, industry professionals and when they started out, their business focused on developing enterprise mobility solutions, data collection, industrial IoT and providing specialist services.

Today, Smart ID Dynamics is more niche, the projects it has delivered over the years have led to it being regarded as the main provider of auto ID and data collection in Romania. It not only delivers software solutions for sectors like manufacturing, retail, logistics, distribution, utilities and professional services, but also offers hardware products from the main producers worldwide. Its highly experienced Romanian team additionally delivers development and support services.

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