



## **Meidi-ya Singapore Co (Pte) Ltd**

### **INTRODUCTION**

Singapore Meidi-ya Supermarket is the second overseas branch of Meidi-ya following the first store in Amsterdam, Holland. Committed to enriching the people of Singapore's lifestyle with their fresh and high-quality products, Meidi-ya brings a wide variety of fresh food imported directly from Japan.

### **PROBLEM**

As a retail supermarket, heavy duty printing is often required especially for its purchasing and administrative departments. However, Meidi-ya soon found that their dot matrix and thermal printers were not able to keep up with the high printing demands. Where speed is a concern in the dynamic retail environment, Meidi-ya was ready to look for a more cost-effective, high performance printer. As a previous user of Printronix's P5000 printer series, Meidi-ya soon found themselves looking into Printronix's latest P8000 printer series.

### **SOLUTION**

With a printing consumption upwards of 3000 copies a month, the Meidi-ya team is happy to continue using Printronix Line Matrix Printers. Meidi-ya is set to perform speed printing on their purchase order forms with 3 multipliers as well as creating quick and clear mailing labels.

### **RESULTS**

The purchase of Printronix printers has enable Meidi-ya to stay on top in today's competitive retail business environment. In addition, the company is pleased with the cost-savings they are generating from using their new Printronix printers. Savings on consumable costs is a large factor in their purchase satisfaction. Cartridge ribbons are less expensive than competing products by providing users an up to 20% improvement in consumable cost per page over spool type ribbons used by legacy line printers. Singapore Meidi-ya Supermarket is a happy customer!

## 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 the two 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.

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