

Burlington Coat Factory



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Epson and Wincor Nixdorf are a perfect fit at Burlington Coat Factory.

“Epson already earned its stripes as part of our earlier POS solution. We knew its functionality and responsiveness would continue to be good for us.”

Brad Freeman
VP, Information Services
Burlington Coat Factory



The Epson TM-H6000II has the fastest speed and highest reliability in its class.

With business booming, the time had come for Burlington Coat Factory Warehouse Corp. (NYSE:BCF) to replace its outdated POS (point-of-sale) systems in over 300 stores across 42 states. For years, the department store chain had successfully used Epson POS printers, so upgrading to Epson’s TM-H6000II multifunction printers was an easy decision.

High-quality, low prices spell success

Headquartered in Burlington, N.J., Burlington Coat Factory is one of the nation’s foremost retailers, with annual revenues of over \$2.6 billion. The retailer specializes in high-quality designer merchandise including outerwear, apparel, shoes, accessories, furniture, toys, home decor items and gifts. Their hook: all their merchandise is priced at up to 60 percent less than regular department stores.

Choosing the right partner

One of the first major retailers to support the Linux operating system, Burlington opted to work with Epson Acclaim Strategic Business Partner, Wincor Nixdorf Inc., a leading provider of IT products and solutions worldwide. “We chose Wincor Nixdorf as our POS hardware vendor because of its leadership in Linux and the design flexibility of its BEETLE® POS system platform,” said Brad Friedman, Burlington’s vice president of information services.

Epson fits perfectly with open systems

Wincor Nixdorf suggested the upgrade to the Epson TM-H6000II model with its optional built-in MICR (magnetic ink character recognition). “Because of the BEETLE’s open platform architecture, the Epson printer fits right into Burlington’s new POS solution,” said Dave Murphy, vice president of marketing at Wincor Nixdorf in Austin, Texas, which also carried out integration, installation, and maintenance services during the chain-wide rollout. Porting its POS application to the Red Hat® Linux operating system, Burlington completed the installation of over 5,000 fanless BEETLE systems, with 12 and 15-inch flat panel displays, keyboards with integrated magnetic stripe readers, Metrologics bar code scanners, debit terminals and Epson TM-H6000II printers.



Thermal technology means better service

A plug and play replacement, the Epson printer required virtually no changes to Burlington’s application. Burlington sales associates at checkout now count on the fast, quiet thermal technology of Epson’s TM-H6000II to deliver better, faster, more dependable service to their thousands of customers daily, whether they’re printing receipts, high resolution graphics or validations.

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Controlling costs with thermal printing

“Because tight control of costs is one of our company strengths, we chose a printer that we knew would offer a good return on our investment,” said Friedman. “Since Epson had already earned its stripes as part of our earlier POS solution, we knew its functionality and responsiveness would continue to be good for us.” In addition, the Epson TM-H6000II thermal printer requires much less servicing than impact printers and the consumable requirements are low, bringing even greater savings.

HIGHLIGHTS

- Two-color receipt capability
- Exclusive QuickPass™ check processing
- Fast 53.5 lps thermal receipt printing for quicker check-out
- Superior slip handling with built-in forms stopper
- Drop-in paper loading to minimize delays at check-out
- Electronic journaling for storing transactions

Ease-of-use is key in busy environments

During rush hours, the Epson printer has been a great asset to Burlington customer service. Not only is transaction time decreased, customer receipts are clear and easy to read. And, the Epson TM-H6000II offers a drop-in paper

loading feature so cashiers don't have to interrupt transactions for cumbersome roll changes. And that makes for happier customers and faster-moving lines.

Electronic journaling stores transactions

For the Burlington Coat Factory stores, an electronic journal interface between the POS system and the Epson printer was implemented so transaction data could be collected, stored and retrieved whenever necessary.

“Burlington Coat Factory has received widespread industry recognition for its innovative information technology,” said Murphy. “The company's visionary leadership in areas such as Linux and open systems benefits the entire retail industry.”

For more information on the Epson TM-H6000II, visit pos.epson.com and get your operation really moving.

EPSON SOLUTION PARTNER

Hardware and Software:

Wincor Nixdorf, Austin Texas



Burlington sales associates can count on Epson to help them deliver faster, more dependable service to their customers.