

Ginsters savours Spirit's solution for processing warehouse data

Spirit Data Capture Limited, the specialist independent mobile enterprise consultancy, has been sourcing new handheld imagers for Ginsters, for use in the company's warehouse. A key aspect of the new devices was the ability to provide accurate barcode scanning over a wide range of distances.

Ginsters is the UK's leading savoury pastry and sandwich brand: its products include the Original Cornish Pasty, sausage rolls and slices. The company produces over three million units per week and over the past 20 years has sold some 450 million pasties alone.

Ginsters' Supply Chain department uses data capture devices as an essential tool for processing stock through intake, put-away, replenishment, pick and then finally despatch. The firm recently undertook a review of its warehouse devices with the help of Spirit and started looking for new alternatives that would be easy to use and would interface with its existing system.

Spirit recommended the Honeywell (formerly Intermec) CK3X. This is a very versatile device, as it offers omnidirectional scanning of 1D and 2D barcodes. It is rugged (with an IP rating of 54) and reliable, and has an industry-leading battery life performance. Most importantly, it has an EX25 near/far imager that can scan bar codes whether they are close or several metres away – which was ideal for Ginsters' needs.

Spirit provided evaluation units, remote technical assistance and configuration support, as well as industrial printers and third party software.

Gavin Mitchell, Head of Supply Chain for Ginsters, comments: "The CK3X's functionality was already familiar to our staff, so little or no training was required. The devices represent good value for money and have been performing very well: the improved scanning distance is ideal. Meanwhile, Spirit have been proactive in providing on-going advice and support throughout the implementation phase."

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