

Datalogic Mobile's Kyman and Sanderson - Datalogic

Sanderson rolls out Datalogic Mobile's Kyman at Lakeland.

Lakeland is a leading supplier of creative kitchenware and innovative products for use in homes around the world.

From humble beginnings back in 1963, Lakeland has grown to boast an impressive range of over 4,000 different products, stocked in 51 UK stores and provided to discerning customers worldwide, via their online store, www.lakeland.co.uk and mail-order arm.

Lakeland's 'unique selling point' is simple, but highly effective: "We pride ourselves on selling innovative and quality kitchenware products, and we aim to ensure that any customer making contact with us - through any of our sales channels - is delighted with the Lakeland shopping experience," explained Lakeland's operations director, Gary Marshall.

Lakeland has been a customer of Sanderson for many years; Sanderson provides Lakeland with the Retail-J EPoS solution and is a key retail technology partner for the organisation. Lakeland needed an effective and efficient way of tracking stock throughout the retail operation.

Sanderson developed a bespoke application - Stock App - to enable Lakeland to count and adjust store stock. Sanderson had no hesitation in recommending Datalogic Mobile's range of devices to Lakeland, all of which have been proven at previous customer installations.

After some careful consideration, Lakeland choose the Kyman™, an ultra-rugged, pistol grip device with an aggressive 1D laser scanner. Lakeland found that the Kyman™ was well suited to the rigors of a warehouse environment, but was also ergonomically acceptable to users on the shop floor, with it's crystal clear QVGA display and exceptional ease of use.

As Gary Marshall from Lakeland explained:

"We are delighted with the Kyman™ terminals that Sanderson have supplied us. They are tough enough to withstand the every day 'knocks and shocks' of retail life and together with the software from Sanderson, they really help us to maintain a clear picture of our stock situation across the operation"

Customer: Lakeland

Industry: Retail

Application: Stocking

Country: UK

Datalogic Mobile Solution: Retail In-Store
Datalogic Mobile Product: Kyman™
Datalogic Mobile Partner: Sanderson