Burlington Coat Factory

MP 1000 – Printing Cart

Burlington Coat Factory

Customer Profile

Burlington Coat Factory Warehouse Corporation is a national department store retail chain. With over 300 stores in 42 states Burlington Coat Factory currently employs both full and part time people across the United States. In March of 2002 Computerworld Magazine named Burlington Coat Factory one of their Top 10 "Best in Class" for engaging in one of the most innovative IT projects in business today by demonstrating the viability of Linux for widespread use across an enterprise. Today, as a proven technology leader, Burlington Coat continues to forge new ground by supporting its wireless network with PowerCart's mobile, battery powered, printing cart.

The Challenge

Burlington Coat Factory takes markdowns based on the time a product has been on the floor. In order to accommodate this, staff originally moved throughout the store with wireless scanning guns and portable over the shoulder printers to change prices. While this process worked, it was awkward and the battery life on the electronic devices would not support a full shift. In order to maximize efficiencies, a cart manufacturer was sourced and internal batteries were mounted in the carts. This allowed staff to move the carts through the aisles with handheld scanners and printers mounted on the carts. Unfortunately the carts had recurrent quality issues and the batteries needed frequent replacement that often fell outside of the 90-day warranty. The challenge lay in finding quality carts with quality electrical components at a reasonable price.

The PowerCart Solution

PowerCart designed the MP1000 cart specifically for Burlington Coat. PowerCart designers worked with Burlington Coat to come up with the sleek, streamlined cart that holds 2 printers and a battery supply that lasts a full shift. Built in garbage cans and careful cable management coupled with a selection of colour options keep the carts looking attractive and complements store décor.

The Results

The PowerCarts are providing significantly more battery run time and there are so few service issues that repairs and warranty have not been issues to this point. As the product continues to evolve with new options and improved functionality Burlington Coat Factory believes that the true cost of ownership over time in these carts is demonstrated by their impeccable service record. Eight PowerCart's MP1000's will be in each of their new stores and the MP1000's are also used to replace the original carts not manufactured by PowerCart when cost effective.

Customer Comments

Brad Friedman, Vice President of Information Services at Burlington Coat Factory comments, "the total cost of ownership analysis and the PowerCart performance record over the past year is showing to be more cost effective. We are getting better battery longevity, no circuitry problems, and fewer breakdowns."