



## AM RETAIL GROUP “BLOWS OUT” INEFFICIENCIES WITH UNIQUE CUSTOMIZATIONS & MANAGED PRINT SERVICES APPROACH

Based in Brooklyn Park, Minnesota, AM Retail Group is an apparel retailer operating approximately 360 stores nationwide, including Wilsons Leather, G.H. Bass & Co. and Karl Lagerfeld Paris stores. Its stores offer men’s and women’s outerwear, as well as fashion accessories, such as handbags, briefcases, and travel items; handcrafted shoes; and women’s athletic and performance wear.

### CHALLENGES:

- 18 different types of printers across fleet
- Different consumables for each device
- Trouble getting the right supplies to the right location at the right time
- No clear protocol for supporting stores with service issues
- Stores had to purchase new printers when they broke down or stopped working completely
- Needed multiple registers to print to one device

## SOLUTION:

Working with the reseller, Innovative Office Solutions, Brother presented a complete package to AM Retail. This included the HL-L6250DW – a business-durable monochrome laser printer with wireless networking, duplex printing and large paper capacity, the Brother Value Print Program – a managed print-like solution that provides discounts on Brother Genuine Supplies, and access to the Special Solutions Team (SST) to help with unique customization requirements.

In addition to the low total cost of ownership and advanced networking capabilities, the HL-L6250DW was also compact enough to fit in the retailer's cash wraps, which tend to be tight on space. Furthermore, the SST worked with AM Retail to create custom print drivers to help meet its networking requirement and later, pushed out a firmware upgrade to AM Retail stores that disabled the Wi-Fi feature, resolving an issue stores were having with "deep sleep" mode and network connectivity.

## APPLICATIONS:

- Promotional materials
- Window and in-store signage (blowout and big events)
- Cash out history
- Sales associate performance history
- Clearance signage



## RESULTS:

AM Retail standardized on one model and purchased 376 HL-L6250DWs to deploy at its brick-and-mortar stores. Innovative Office Solutions provided AM Retail with a managed print services program to help capture toner yields and page counts for when supplies needed to be replenished – ensuring the right toner went to the right store at the right time. As a result, AM Retail had to replace fewer toners compared to before implementing the managed print services program, ultimately cutting costs in half and improving uptime drastically.

For more information on Brother's robust business products, visit [www.brother.com](http://www.brother.com).

