



## Better Living now at IKEA's Checkout Counters with Gryphon™ D/M Readers

**This multinational company has selected Datalogic Scanning's Gryphon™ Desk and Mobile handheld bar code readers for many of its stores around the world.**

### **IKEA Retail Store Background**

IKEA is one of Sweden's most successful businesses, with more than 200 stores in over 30 countries and 85,000 employees. New stores are opening regularly.

Today, the IKEA trademark represents the leading home furnishing brand in the world, offering a wide range of well-designed, functional home furnishings and home finishing products at affordable prices. Each store offers as many as 9,500 different products and many new products are introduced throughout the year.

### **Why IKEA Selected Datalogic's Gryphon Desk and Mobile Handheld Bar Code Readers**

Datalogic Scanning's Gryphon Mobile and Desk handheld readers are used at IKEA's checkout counters.

In Sweden, IKEA selected the Gryphon Desk handheld reader with a coiled, extendable cable. The Gryphon reader was adapted to read labels on larger items where the bar code can be difficult to reach. IT Departments in each country decide which Gryphon model (Desk or Mobile) will be used in their stores.

The reasons that Datalogic Scanning's Gryphon handheld reader was chosen were simple. IKEA's retail stores needed a bar code reader that could read the composite PDF417 code; the Gryphon easily reads the PDF417 code symbology. It was also chosen as a result of its ruggedness - it can withstand repeated drops onto IKEA's cement floors.



### **Customer**

IKEA Retail Stores

### **Industry**

Distribution and Retail

### **Application**

Point-of-Sale

### **Countries**

Worldwide

### **Datalogic Business Solution**

Points of Customer Interchange

### **Datalogic Product**

Gryphon™ Desk Handheld Readers and Gryphon™ Mobile Handheld Readers

## “Green Spot” on the Code

“Another reason that we selected the Gryphon reader was the patented Datalogic “Green Spot”, which allows the cashier to easily determine if the code has been read correctly,” says Jonas Fänge, Systems Manager for IKEA stores in all countries.

Jeanette Karlsson, who works as a cashier at IKEA adds, “The Gryphon Desk reader is super easy to work with, it is small, fast and flexible. With its extendable cord, Gryphon Desk reader, cashiers can easily step away from the cash register to read hard-to-reach labels.”

When the bar code has been read, the information moves to the cash register system. From there it is transferred to IKEA’s self-designed business system, MHS, where inventory balances, statistics, logistical and purchasing information as well as other details are automatically updated.

“The Gryphon reader is very economical because of its low service costs and on-time deliveries,” say Jonas. “Because the readers can handle the stress that we put on them, this means that we don’t have to repair or replace them so often.”

## Returns & Exchange Department

The IKEA Returns and Exchange Department uses the Gryphon Mobile cordless handheld reader in conjunction with the Datalogic STAR Cordless System narrow band RF technology. Previously, article numbers had to be keyed in manually when an item was returned, but with the Gryphon readers, the bar code is quickly and easily read when the item returned.

Use of the cordless Gryphon Mobile handheld reader allows the cashier to easily come around the counter to scan bulky or heavy items being returned. IKEA has generous terms exchanges and returns of their products, so it is important that the management of returns goes as smoothly as possible.

“We have many new projects in the works for making additional improvements to our routines for product management in all departments at IKEA stores,” says Jonas. “After this success, it’s likely that Datalogic Scanning’s efficient Gryphon code readers will be used in many other areas of IKEA stores.”



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**Jonas Fänge**  
**Systems Manager,**  
**IKEA Stores**

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Product specifications are subject to change without notice.

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