

Burlington Coat Factory chooses Lexmark to provide new printing solutions for its retail stores across the U.S. and to address many of its printing challenges.

Lexmark proactively initiates solutions for Burlington Coat Factory

The Organization

Burlington Coat Factory Warehouse Corporation is a retailer that had more than 300 locations throughout the U.S. as of June 2002. Burlington Coat Factory features outerwear, apparel, shoes, baby clothes, furniture, and home décor merchandise.

The Challenge

Burlington Coat Factory was looking for ways to reduce its total cost of printing, improve service, reduce help desk calls and improve business efficiencies throughout the company. The retailer was using large legacy printers for its printing needs. The equipment took up a great deal of space at each store and printed documents slowly with poor output quality and high maintenance requirements.

Anytime there was a problem with the printer in a store, an IT employee would have to take time and evaluate the situation before having the ability to fix the problem. Besides the problem of consuming employee time, the cost of parts to service the legacy printers continued to escalate and availability became limited. This was another incentive to find new technology.

Burlington Coat Factory chose Lexmark to provide new printing solutions for its retail stores across the U.S. and to address many of its printing challenges.

The Solution

After evaluating the printing environments at Burlington Coat Factory stores, Lexmark recommended Lexmark monochrome laser printers and multifunction printers (MFPs). These products are used in each Burlington Coat Factory store to print daily business reports as well as all signs placed throughout the store for advertisements.

“Lexmark is a valuable business partner. They understand our business and business printing needs. Lexmark continues to approach us with new and innovative ideas. They are always striving to improve our business processes and reduce our printing costs.”

—Brad Friedman
Vice President, Information Services
Burlington Coat Factory
Burlington, N.J.
www.burlingtoncoatfactory.com

“Our sign program within the Burlington Coat Factory stores is now automated,” said Brad Friedman, Vice President, Information Services at Burlington Coat Factory. “The big savings are cost of operation, ease of use, reliability and standard cut sheet forms as opposed to continuous feed forms.”



The Lexmark MFPs provide Burlington Coat Factory the convenience of having one device perform all of its faxing, scanning and copying. This saves valuable space and reduces the costs of three previously required consumables.

Burlington Coat Factory also found Lexmark MarkVision Professional to be especially helpful to the business. MarkVision Professional is a printer network management tool that allows the IT service team to manage all of the printers from one location at headquarters.

“We receive great service and a team who is constantly coming to us with new ideas to improve our workflow at Burlington Coat Factory. Our needs are at the heart of the Lexmark team.”

—Brad Friedman

“The MarkVision Professional software was a wonderful tool in helping reduce help desk calls and printer downtime by allowing IT to view problems in real time and have solutions for printing issues before they occur and impact the users,” said Friedman.

For example, now IT can determine when a printer is low on toner and MarkVision Professional will automatically send a request to create a purchase order for the specific cartridge for that printer and location. This eliminates the need to store consumables in the retail location, reduces costs by shipping directly to the retail location from Burlington Coat Factory’s supplier and ensures that a location never runs out of toner.

Burlington Coat Factory regularly prints lengthy sales, payroll and price change reports on the Lexmark printers - many reaching hundreds of pages in one report. These reports, in many instances, must be printed multiple times. Some Burlington Coat Factory stores print up to 25,000

pages per month. These printers have such a high duty cycle, it is easy to get the large reports printed in a timely fashion without much user intervention to change supplies.

“We are really happy with the Lexmark products,” said Friedman. “We were able to cut costs, streamline report printing, improve print quality and cut user intervention with the Lexmark products.”

“The Lexmark sales and support teams are wonderful assets to purchasing Lexmark products and solutions,” Friedman continued.

“We receive great service and a team who is constantly coming to us with new ideas to improve our workflow at Burlington Coat Factory. Our needs are at the heart of the Lexmark team.”

The Results

The cost savings alone are considerable for Burlington Coat Factory. In fact, the cost of the new Lexmark hardware paid for itself in less than 18 months.

“We have seen significant savings across the enterprise by using Lexmark products,” said Friedman. “Besides the monetary savings, we were able to reduce the ‘time to floor’ for the posting of advertisements with no need to store printing supplies.”

Besides the hardware savings, Burlington Coat Factory has also realized maintenance savings by using LexExpressSM. LexExpressSM provides next business day replacement of failed units and includes shipping costs to and from Burlington Coat Factory.

“Lexmark is a valuable business partner,” said Friedman. “They understand our business and our business printing needs. Lexmark continues to approach us with new and innovative ideas. They are always striving to improve our business processes and reduce our printing costs.”