



Interview: Saeid Behniya Sarparast, Responsible for IT Purchases at MANGO

## "Pathfinder® has made the labelling process at MANGO more efficient by **enhancing flexibility**".

MANGO is a prestigious multinational company ranked as the second largest exporter in the Spanish textile sector. It has over than 1,300 shops in more than 93 countries. Since 2008 the design, manufacture and marketing of garments and accessories for women and men have been developed at the Hangar design centre. The Hangar design centre is MANGO's Headquarters; here trends for each season are issued.

MANGO has changed its sales markdown process with the introduction of the Avery Dennison Pathfinder® solution. Avery Dennison spoke with the IT manager at MANGO, Saeid Behniya, to understand how the Pathfinder solution has made the labelling process at MANGO more efficient across the 1,300 MANGO stores around the world.

### Why did MANGO need to change the re-labelling system?

Our items were tagged from manufacturing with the sales price for each country. As we started growing and the number of countries where we had shops increased, the label became a "little book" of several pages. We analysed the labelling process from when the product was received, and it was finally decided to put only the sale price for each country. The possibility of implementing a hand-

held device, which could be used by an employee to manually price mark products, was discarded since this system was considered neither reliable nor productive. A system like this would have required us to work with price lists and the possibility of human error would have been greater. One of the solutions we came up with was the Pathfinder®, which allowed us to scan a barcode and print a label with a single device.



### In Short:

**Industry:** Retail

### Additional Information:

- Pathfinder® from Avery Dennison is used by MANGO for more than 10 years
- Pathfinder®: Three high performance units in one: scanner, data collector and label thermal direct printer. Uses Windows® CE®, 802.11b/g RF, bluetooth® and USB on-the-go connectivity
- For more information on MANGO visit [www.mango.com](http://www.mango.com)

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### What was MANGO looking for?

The main aim of the project was to put the price on to the product labels as the items were delivered to the shop and also to enable price markdown by sales staff in store. These initial aims also led to other useful features being implemented.

### Why Avery Dennison's Pathfinder®? What were the outstanding benefits?

The main benefit was that the Pathfinder® provided a tool with which the barcode of an item can be scanned, the data processed and the labels printed. All these features in a single easy-to-use tool has simplified processes and enhanced efficiency.

### What were the implementation phases of Pathfinder® at MANGO?

After being selected, several handheld Pathfinders were distributed to each store and once all the shops had the necessary equipment, the new labelling system was launched. The rest of the applications, developed by MANGO, have been installed in phases.

### What are the main uses of Pathfinder® at MANGO?

In the case of our company, the main use of Pathfinder is in our shops: labelling and re-labelling of garments and bulk confirmations. To a lesser extent, we utilise the Pathfinder for item inventories. In particular:

- Printing, apart from the price, the customised label.
- Printing a complete label, including the barcode, in case of damage or loss of the original label.
- Confirming the reception of bulk deliveries at our network of shops.
- Confirming the content of the bulk deliveries.
- Inventory management.
- Issuing transfer receipt of goods.
- Printing barcode labels inclusive of the delivery address for bulk consignments the shop sends to the warehouse or network of shops.

Of course, all these uses are possible thanks to the own development of the applications carried out by MANGO team.

### How did the front line sales assistants find the Pathfinder® implementation?

During the Sales markdown campaign, the Pathfinder has made the process more efficient by simplifying and enhancing mobility when shop assistants are working with individual items in store. With this tool, the shop assistant will be able to read the product barcodes and print the price label in one simple action. This enhanced flexibility provided by the Pathfinder® means tasks such as working at the top of a staircase are no longer time consuming and difficult.

One of the benefits that the Pathfinder® has given us is to speed up these tasks. Being able to label and mark-down the garments with only one hand using the same device, is an advantage for the shop.

### How did customers ultimately benefit?

By employing these solutions and our own computer systems for stock and sales management, we ensure that our clients obtain the best garments in the market at the best price. The Pathfinder® helps us fulfil this objective and advertising and sales objectives almost in real time.

### Which other IT projects has MANGO in a short or medium term?

At present, we are in the process of developing Optimization Projects, for example a project for IP voice Implementation.

### Saeid Behniya Sarparast Responsible for IT Purchases MANGO



MANGO store



Pathfinder® Ultra® Platinum 6039™

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