



## Better Living at IKEA's Check Out Counters with Datalogic's Premium Bar Code Readers

### **IKEA, a Multinational Retailer, Selects Datalogic Scanning's Gryphon™ Desk and Mobile Bar Code Readers for Check Out Counters Around the Globe**

#### **Overview**

IKEA is the world's leading home furnishing brand with more than 300 stores in over 35 countries. As one of Sweden's most successful businesses, IKEA requires more than 85,000 employees for daily operation. With new stores opening regularly, IKEA's annual customer count is reaching nearly 600 million worldwide.

The IKEA trademark represents a wide range of well-designed, functional home products at affordable prices. Each store offers as many as 10,000 different products that are set up in "real" environments to create a shopping experience that consumers love.

#### **The Challenge**

With hundreds of stores and tens of thousands of products sold across the globe, it is critical for IKEA to have a sound point-of-sale (POS) system. This requires POS systems to be equipped with high performance and reliable bar code readers that meet their checkout needs.

When IKEA decided to upgrade their POS systems with new bar code scanners, the company looked for readers with diverse symbology reading capabilities to be able to read composite PDF417 codes, a code found on IKEA's product packaging. Due to the warehouse-like environment at IKEA stores, IKEA also wanted to select a device capable of withstanding drops onto cement floors.

#### **The Solution**

IKEA selected Datalogic Scanning's Gryphon™ Desk and Gryphon™ Mobile handheld readers to be used at store check out counters around the world.



**Customer**  
IKEA Retail Stores

**Industry**  
Retail

**Application**  
Point-of-Sale

**Countries**  
Worldwide

**Datalogic Product**  
Gryphon™ Desk  
Gryphon™ Mobile

The reasons for selecting the Gryphon readers were clear:

### **Check-Out Stations**

At IKEA's checkout counters, the Gryphon readers are used to read bar codes and send product data to the cash register system. Once in the system, the data is then 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 readers were specifically chosen for their ability to easily decode PDF417 codes. The Gryphon readers feature a "light industrial" design, indicating the device's ruggedness. This allows it to withstand repeated drops onto hard floors, which is critical for IKEA's warehouse-like environment. In order to properly scan the bar codes, the cashiers often have to move back and forth around the counter, increasing the likelihood of the reader being dropped.

Jeanette Karlsson, who works as a cashier at IKEA added, "The Gryphon Desk is super easy to work with, small, fast and flexible. With its extendable cord, cashiers can easily step away from the cash register to scan hard-to-reach labels without strain."

"Datalogic's patented 'Green Spot' technology was another major draw to the Gryphon readers. This technology allows any operator of the device to easily determine if a bar code has been read correctly, as a green dot is displayed on the code and a green light is displayed on the reader to indicate a good read," says Jonas Fänge, Systems Manager for IKEA stores in all countries.

### **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, however, the Gryphon readers can quickly and easily scan the bar code when an item is returned.

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

### **The Results**

After the installation of Gryphon readers at IKEA stores, IKEA couldn't be more satisfied with their decision in choosing Datalogic Scanning.

"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 readers will be used in many other areas of IKEA stores."

Jonas also added, "The Gryphon reader is very economical because of its low service costs and on-time deliveries. Because the readers can handle the stress that we put on them, we don't have to repair or replace them as often."



*"The Gryphon Desk and Mobile handheld readers are very economical because of the low service costs and on-time deliveries. Because the readers can handle the stress that we put on them, this means that we don't have to repair or replace them as often."*

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

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