Hancock's of Paducah
Receipt Solution Cut from the Right Cloth

Since 1952, Hancock's of Paducah has been a family run fabric shop. Today, three generations of Hancock's later, the store has grown to a 60,000 square feet facility and has become the world's largest retail fabric store. With its mufti-channel business model, Hancock's services 72 countries with a wide range of fabric quilt kits, patterns and supplies.

Justin Hancock, the third generation of Hancock's, remembers vividly as a child playing in a tub of buttons. This 65-year-old love of fabric lies deep within this family. Hancock's of Paducah, in Kentucky, is the supply house for some of the greatest artists in the world. Quilting as an art has evolved from a necessity into an art. They are painting with fabric. *"We have 60,000 square feet of fabric. We are fortunate enough to have the best quilting artists employed in our shop. Quilting has grown to an art form, and has its roots in community to bring people together."*

RECIPT BILL OF MATERIALS SPEEDS WORK FLOW.
The Hancock challenge to CloudBox was to make a receipt printer print off a bill of materials. Not a trivial task given the selection in their warehouse sized store. There are 10 huge cutting tables; where in peak periods up to four cutting clerks are on each table servicing customers concurrently. Each bolt of fabric has a barcode to identify each product with their recent POS system upgrade.

Old Work Flow Process:
- Customer and sales associate after selecting fabric go to the cutting table
- Each order was individually cut
- Each cut length of material and its bar code is handwritten on a piece of paper
- Paper is given to the cashier where each bar code price had to be looked up
- Each order was then entered into the POS for a final receipt

New Work Flow Process
Phase 1: Initial Rollout. CloudBox and Southern Barcode (system integrator) designed a system to streamline the order - fulfillment - receipt process.

- 2 PrintPad 970's, desktop or pole mounted, were installed on each cutting table (total of 20 units in initial rollout)
- Fabric bar code label is scanned
- Input via PrintPad keys for how many feet was purchased
- Receipt is then generated with a complete bill of materials ready for POS checkout

The receipt has a secondary advantage as it enabled an easy double check to match the number of shopping cart items, versus the number of bar coded items on the receipt.

Phase 2: Expanded the Successful Phase 1 Installation. Ordered 10 more PrintPad's for a total deployment of 30,

Phase 3: POS Integration and Customized Receipt Design. Added another 10 PrintPads – 40 in total. Using CloudBox's PRiNTWORX Lite custom design software, the new Hancock receipt template integrates with a data file sent over the LAN from their POS system and includes data such as: the product title, price, barcode and description. These **fully networked PrintPads** now include this information on the printout. This latest enhancement also adds a price-check for the operator as well as the **full integration with the POS** file to speed order processing and accuracy.

This receipt / POS integrated solution is made possible by PrintPad's unique Embedded data processing power (see Feature Spotlight details below).

Justin Hancock, Managing Partner, stated, *"The CloudBox solution took all the best elements in how we run our business and made it better. The speed that we were able to process an order was amazing. This time savings we reinvested back into our customers to service them better.*

We improved employee morale by freeing their quilting creativity rather than doing non-customer facing chores like handwriting invoices. The customer wins because of the speed of service and higher service levels only a family run business can provide."

EMPLOYEE MORALE AND SALES PRODUCTIVITY INCREASED.
For years the ubiquitous pricing gun was the price labeler of choice. However, there was a tremendous amount of inventory to be labeled and fabric cutting is labor intensive. Each order had differing patterns and lengths, so closing a sale was time consuming, tedious that took away from valuable customer facing time.

Hancock employees are often not just sales people, but quilters themselves. By having such a highly qualified sales staff freed of the price gun, they can now focus on customer needs and sharing expertise. Sales staff are now able to help customers navigate through the vast showroom floor to avoid the *"I can't find anything"* syndrome experienced in *"big box"* stores.

Blann Hancock, Business Owner, reflects on the CloudBox experience, concluding, *"Fabric is our passion, CloudBox enabled us to focus on what we do best, keeping quilting fun".*

CLOUDBOX PRODUCT FEATURE SPOTLIGHT
Unprecedented Receipt Processing Speed
Complex labels utilizing multiple tables cause a conventional printer to slow to a crawl.

CloudBox's ability to generate labels, receipts and tickets faster than traditional printers is the result of adding business logic with PRiNTWORX Lite customizable label and ticketing templates.
PrintPad is unique in that it can either run a full SQL database implementation, or a simple label template file. *Using SQL also means it's easy to interface to EPOS and PLU/pricing databases and perform direct and "live" price / product feeds online between two environments* - not normally possible with traditional printers using a flat .CSV file.

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