HarbisonWalker International Turns to Barcodes, Inc. for Barcode Label Printer Refresh

For more than 150 years, HarbisonWalker International (HWI) has provided refractories, including bricks, monolithics, high-temperature insulation materials, insulating firebrick, and precast shapes, to virtually every industry. Headquartered in Moon Township, PA, the company has locations throughout the U.S. as well as in Europe and Asia.

Business Challenge

The tech support at HWI determined that it was time for a barcode label printer refresh. Its locations across the U.S., which use barcode technology for inventory control and to receive materials and ship products efficiently, need label printers to support those processes.

Corey Mizell explained that they wanted to replace the locations' Zebra Technologies printers with newer tech with expanded capabilities.

"We wanted something that is easy to program and troubleshoot and something that's simple for users to work with," he explained. "Our goal was to find a newer, better product."

HWI also needed reliable solutions, particularly during inventory. "Twice a year the equipment is used heavily," Mizell said. "We don't want it to fail."

HWI HarbisonWalker International™

Company: Manufacturer of refractories, including bricks, high-temperature insulation materials, insulating firebricks, and precast shapes.

Application: Barcode technology and barcode label printers

Challenge: Thermal label barcode label printer refresh with updated capabilities

Featured Solution: Zebra Technologies ZT321 direct thermal barcode label printers

Key Benefits: Reliability, ease of use, on-demand support

Phone: 800.351.9962
Email: learnmore@barcodesinc.com
www.BarcodesInc.com

The Solution

Mizell contacted Barcodes, Inc., to explore options for new direct thermal barcode printers, comparable to the Zebra Technologies printers HWI used in the past. The printers needed to meet HWI's specifications for speed, print resolution, and quality, and offer connectivity options.

Barcodes, Inc. suggested options, and HWI chose Zebra ZT231 barcode label printers. The ZT231 printer features a 4.3" touchscreen that allows users to see the printer's status at a glance and guides users through changes with a touch of a finger of a gloved hand. It also includes onboard analytics and printhead element "out" detection to help schedule maintenance and avoid downtime.

HWI also added Zebra OneCare, a service and support solution, for the printers. "We're on Eastern Time here, but our sites work around the clock," Mizell explains. "If a location has an issue with a printer outside of our business hours, the plant manager can reach out for one-to-one support to minimize downtime."

Benefits and Results

The new printers give HWI a better way to troubleshoot and restore operations, for example, after a power outage when scanners aren't talking to the printers and users needed to reset the IP address.

"I've dealt with remote support situations," Mizell said. "It's easy to walk users through the steps they need to take, even if the user isn't tech-savvy."

Mizell explained that HWI rolled out the recent Zebra ZT321 order at three sites first to benchmark their performance in their processes with plans to deploy the remaining solutions based on that information.

Mizell said HWI also plans to continue its relationship with Barcodes, Inc. for rugged tablets, barcode scanners, handheld computers, and receipt printers.

> " Barcodes, Inc. is very responsive. I can always count on Barcodes, Inc. to provide the information I ask for, and I always receive a follow-up to make sure I received the product, if I experienced any issues, and if they can help in any way. "
>
> *– Corey Mizell, Tech Support, HWI*

HWI HarbisonWalker International™

Barcodes

Phone: 800.351.9962
Email: learnmore@barcodesinc.com
www.BarcodesInc.com