OSIANDER was founded in the 16th century, at a time when pamphlets, hymns and chapbooks were popular. So OSIANDER is one of the most traditional bookstores in Germany. And it is one of the largest, too: Today, the OSIANDER web catalog provides customers with more than eight million books on all topics. Printed on paper or as ebooks. We headed to the „heart“ of OSIANDER, the logistics center in Tübingen-Derendingen. There we had the opportunity to take a closer look at the distribution of the goods.
**Labels provide explicit classification**

The staff at OSIANDER’s incoming goods department is relieved with a highly performant conveyor and sorting system. At the appropriate work stations books are labeled, loaded into boxes and transported to the picking stations via a conveyor belt. The labeling is done with cab MACH4 printers. These are designed so that labels and ribbons can be inserted from the front. Therefore MACH4 needs only little work space. The centered label positioning eliminates the need for adjustments and avoids wrinkling of the ribbon.

**Labels carry an identity on their back: price, ISBN etc. So why still labels?**

Reif: Most of the books are already marked by their manufacturers with their price and a barcode. But not all of them. These have to be labeled individually. The customers in our book stores shall exactly know what the book they currently hold in their hands will cost in the end.

**Do you agree when we say that proper labeling is the basis for a working warehouse management?**

Reif: Without proper labeling our centralized distribution center would not work at all. In order to distribute to the picking stations, the labels must be identified by the scanners of our conveying system even from a distance. The labels must be identified while in transport. High quality print is therefore a precondition for correct distribution.

**What demands do you derive on cab label printers?**

Reif: In our logistics there are cab printers in use both in the incoming goods department, where books are distributed to the book stores, and in the outgoing goods department, where the packagings are sent to our customers. The printers have to meet different requirements. At the outgoing goods labels for DHL are printed. At the incoming goods small parts labels are printed that are important for the conveying system and later on for the checkout counters in the shops. The decisive factor is that the barcodes that are applied are legible by the scanners. Misinformation should be avoided.

**In addition, the labeling work stations are operated by changing staff.**

Reif: This is right. Therefore, the hardware has to be robust. If it comes to dirt or when a print head has to be cleaned this must be solved easily. Our staff should be able to this themselves, without having to order the customer service or a service technician.

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