

BEYOND PAPER: HOW SMART PRINTING POWERS DIGITAL TRANSFORMATION IN RETAIL

Discover how to turn everyday printing into a catalyst for smarter, more responsive retail.



Honeywell

THE HIDDEN COST OF RETAIL INEFFICIENCY

In retail, every second counts.
Each micro-moment can either
create or dissolve customer trust.

A price change that needs to go live. A barcode that must scan in the first pass. A replenishment label that needs to be ready when stock arrives. When disruptions occur, the repercussions extend far beyond the shopfloor.

Think label updates falling behind schedule. Stock taking longer to move from the backroom to the floor. Customers waiting longer at checkout or returns. Over the course of a day, these small inefficiencies accumulate, reducing productivity, and impacting margins significantly.



-5.5%

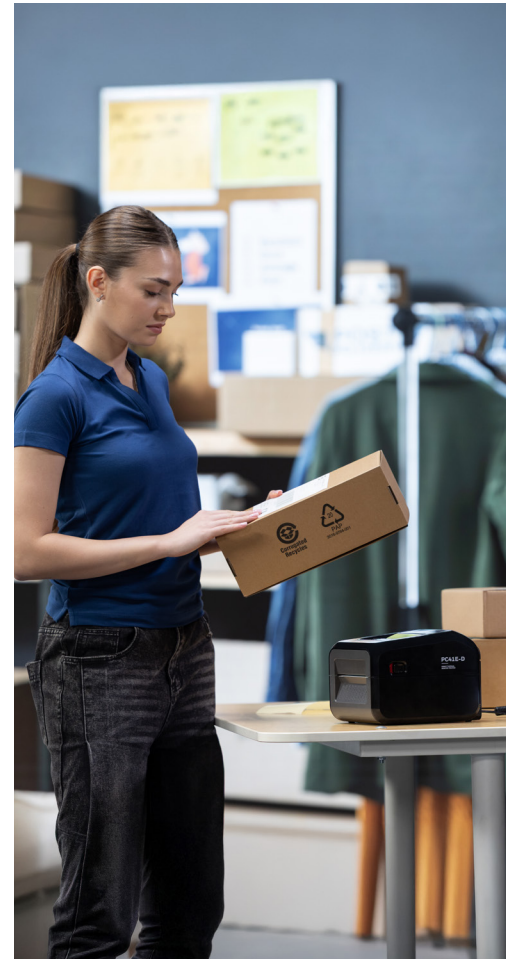
**RETAILERS SAY THEY ARE LOSING
AN AVERAGE OF 5.5% OF GROSS
SALES TO IN-STORE INEFFICIENCIES.**

Source: [Coresight Research](#)

[Over 50% of global retailers](#) say poorly managed in-store operations lead directly to revenue loss. For almost half of retailers, it also results in reduced profitability (49%), and increased operating costs (46%). This highlights the urgent need for efficient operational management.

Smart, connected printing restores control to these critical moments that drive modern retail. It reduces time spent on manual work, improves accuracy of labels, speeds up barcode reading, enables faster checkout, and increases overall in-store efficiency.

With smart printing, retail becomes faster, sharper, and more profitable.



5 WAYS SMART PRINTING ENHANCES RETAIL

To combat in-store inefficiencies, retailers are increasingly turning to digital transformation. In fact, [92% of global retailers have recognized this necessity](#) and are investing in solutions to enhance store operations. Smart printing will help retailers accelerate digital transformation and power the connected store of the future. Here's how:

1

FASTER SHELF UPDATES AND PRICING CHANGES

Mobility Edge™ simplifies device management across its lifecycle from deployment to decommissioning, resulting in zero-touch rollouts, less complexity, reduced IT workload, lower management costs, and faster speed-to-value.

2

CLEANER BARCODES AND QUICKER SCANNING

High-quality printing improves barcode readability at checkout and in the backroom. Faster scanning helps stores serve more customers and protect revenue during peak hours.

3

MORE ACCURATE STOCK AND FULFILMENT WORKFLOWS

Clear, reliable labels help staff pick, pack, and replenish goods more efficiently, enhancing services like BOPIS. This increases accuracy, reduces time spent on corrections, and helps stores move goods quickly.

4

BETTER CUSTOMER AND EMPLOYEE SATISFACTION

Faster scans, clearer labels, and quicker updates improve customer experience at POS and returns, while employees face less friction in routine tasks like printing invoices and spend more time serving shoppers.

5

HIGHER OVERALL STORE PRODUCTIVITY

Small improvements across shelves, POS, and fulfilment, lead to real operational gains. Smart printing helps retailers work cleaner, quicker, and more profitably every day.



92% of global retailers are investing in solutions aimed at optimizing store operations.

Source: [Store of the Future 2025](#)

HONEYWELL PRINTERS: MODERNIZING RETAIL MOMENTS

Honeywell's PC41E-D and PC42E-D desktop printers address the key challenges faced by modern retailers. Whether placed at counters, stock benches or backroom stations, they keep essential printing tasks moving so that retail stores gain reliable output and smoother workflows without stretching their budget.

LEADS TO

HIGH-PERFORMANCE DIRECT THERMAL PRINTING



QUICKER SCANNING AND FASTER CHECKOUTS

Clear, reliable printing keeps barcodes easy for scanners to read, so transactions move quickly and staff can keep queues under control during busy periods.

BUILT FOR FREQUENT, HIGH-VOLUME LABEL PRINTING



FASTER SHELF AND PRICE UPDATES

Shelf labels, price tags, and fulfilment stickers print perfectly on the first run, reducing reprints, and helping teams move through daily updates without slowing down.

COMPACT, MODERN DESIGN



HIGHER OVERALL STORE PRODUCTIVITY

A small footprint lets the printer sit directly at counters, stock benches or service desks, so associates can act on updates immediately instead of walking back and forth.

SIMPLE INSTALLATION & EASY EVERYDAY OPERATION



MORE RESPONSIVE STAFF AND SMOOTHER SERVICE

New associates learn how to use the device quickly, and experienced staff complete tasks without troubleshooting, reducing friction during peak hours.

RELIABLE PERFORMANCE FOR REPETITIVE, HIGH-TOUCH RETAIL TASKS



SMOOTHER STOCK AND FULFILMENT MOVEMENT

Price changes, pick lists, replenishment labels, and returns print steadily throughout the day, preventing small disruptions from slowing down fulfilment flow.

POWERED BY HONEYWELL PRINTER EDGE™ PLATFORM

THE BENEFITS

Honeywell Printer Edge™ is a smart, connected, centralized platform that brings setup, configuration, management, and support into one place, transforming printers from standalone units into a coordinated ecosystem. It helps retailers install and maintain printers more easily, and enables remote assistance to get teams back to productivity faster when things do go wrong.

With Printer Edge™, store associates can simply focus on providing an exceptional, modern customer service.



Centralized management:

Enabling remote maintenance of many devices.



Single software toolkit:

Unifying installation, configuration, and control.



Enhanced security:

Helping to protect devices and keep them up to date.



Simplified maintenance:

Reducing the effort needed from store and IT teams.



Enterprise-ready performance:

Ensuring printers stay reliable in daily use.



Step into the next era of connected,
dynamic commerce with Honeywell printers.

GET IN TOUCH WITH OUR EXPERTS



For more information

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