

## Kingsway Technology keep Star Track on Track

### About Star Track Express

Star Track Express is one of Australia's leading express freight and logistics companies, setting itself apart with a future-driven focus that underpins its commitment to the latest technology, best people and superior freight-handling facilities. Its customers include many of Australia's blue chip companies.

As part of on-going enhancements to its national infrastructure and operational processes, Star Track Express has installed around 80 Fuji Xerox printers at its distribution depots around Australia, reaping the benefits of Fuji Xerox Printers' quality, reliability and performance.

### How we made their day

Paperwork constitutes a critical element of the freight logistics process and with up to 250,000 items travelling through its environment each day, Star Track Express needed a printing solution it could depend on.

The company processes over 70,000 delivery documents a day, detailing sender, recipient, consignment number, the items to be delivered and the final destination. These documents serve multiple functions, including providing instructions for drivers, confirming delivery and providing proof of receipt.

Rolf Reinhart, National Manager, Infrastructure Support for Star Track Express, said, "We have a strict rule that you cannot take freight out of a distribution facility without a covering document, so it's essential that our printers be up to the challenge."

Star Track Express needed a solution to replace some of its paper processes with electronic data transfer. "Instead of requiring our customers to print consignment notes, we decided that most freight could be shipped to us without hardcopy paperwork, as long as it was properly labelled and the shipping information had been sent to our system," explained Reinhart.

"Our customers simply address their goods with our specially-designed, barcoded labels that include all receiver details and the number of items to be shipped, and we print the delivery documents at our end prior to the goods being despatched from our distribution centre.

"It's pretty dusty and dirty and there's no air-conditioning. They're pretty harsh conditions for office equipment, so our printers have to be extremely robust and reliable.

"If our printers fail, the drivers have to manually fill out replacement forms with details of the sender and receiver along with the number of items. We print 5,000-6,000 delivery documents a day in Sydney alone, and each truckload represents about 60 consignment notes, so to write them all out by hand would be close to impossible," he said.

### How we made it work



Star Track Express worked with Fuji Xerox Printers reseller, Kingsway Technology to evaluate the printers. Star Track Express also looked at solutions from three other leading printer vendors.

Rienhardt said, "Fuji Xerox Printers definitely had the most robust products on the market, at the most competitive price when we started this process in 1998. Their printers also had the flexibility to print to the edge of the page, which most other suppliers couldn't provide, and offered a range of models with identical quality output, which was a key part of our criteria."

After several years of excellent service, Star Track Express went back to the market in 2004 to refresh and extend its national network of printers. Again, its product of choice was from Fuji Xerox Printers.

Today, Star Track Express has over 80 Fuji Xerox Printers located at its distribution facilities around the country. The company chose a mix of high and low-end mono laser Fuji Xerox Printers.

"At our main distribution centre in Sydney, we have six Fuji Xerox Printers scattered throughout the facility, with two high-end machines responsible for the main workload and the others acting as redundant units," said Reinhart.

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### The Benefits

Star Track Express's advanced operating model saves considerable time and money, with the use of electronic data transfer to book shipments, greatly improving efficiency and reducing errors.

"Our Fuji Xerox Printers are an integral part of this approach, giving us the ability to print delivery documents at the point of distribution, which increases our control and accuracy, and that has a direct impact on our costs," Rienhardt said.

At the company's major facilities in Sydney, Melbourne and Brisbane, each item is scanned as it comes in and automatically sorted along a series of conveyor belts straight into the truck for its destination area.

Rather than having to sort and match a bundle of paperwork to the physical freight, the company simply prints the documents in sequence and gives them to the right driver. The driver scans the consignment note number of the delivery document, confirms that the number of consigned cartons matches the physical number and then he heads out.

As each item is delivered, the driver hands over the proof of delivery docket (POD) for signature, leaves the receivers copy with the recipient and scans their signature and the barcodes of the items into a hand scanner which uploads the data to our systems. This allows customers to track progress of their deliveries via Star Track Express's website and even see a scanned image of the POD.

"To make all this happen, the critical component for our drivers is still the paperwork and we need them to deliver. The printers work exceptionally well, reliably churning out thousands of pages each day. We also use them extensively as report printers and have been very pleased with their performance and dependability," said Rienhardt

### Next Steps

Star Track Express is moving towards a paperless environment, and will introduce electronic sign-on screens to confirm delivery of goods from 2007.

"We recognise that many of our customers will still need paper receipts for some time so we will continue providing printed delivery documents for the foreseeable future. As our business continues to enjoy rapid growth, we are confident that our Fuji Xerox Printers will support us in our commitment to exceed our customers' expectations."

### The Printers

Star Track Express is using Fuji Xerox Printers' Phaser 5500 laser printers: 50ppm monochrome laser with true 1200dpi x 1200dpi resolution and job pipelining to maximise throughput, and Fuji Xerox Printers' DocuPrint 340A printers: 34ppm monochrome laser with 1200dpi x 1200dpi output, continuous paper feed, low power consumption and duplex printing capability.

### The Printers



Phaser 5500



DocuPrint 340a