



## **CREEKSIDE JEWELERS' INVENTORY SPARKLES AND IS EASILY MANAGED WITH THE ADVANTAGE PRINTER**

**SCENARIO** Creekside Jewelers (formerly Plummer's Jewelry), a full service jewelry store founded in 1948 in Golden, CO, features high quality jewelry, precious gems, diamonds, Black Hills gold, DeGrazia and Hummel Figurines, crystal, pewter and other fine gifts.

**BUSINESS CHALLENGE** In 2000, the company was purchased by Roger and Michele Tapia. At that time, they decided to invest in a new barcode printer that could help them manage their extensive inventory. The ability to print barcode labels as merchandise tags was essential. The data they collected per item included the product name, SKU, brief description and price. The Tapia's needed an affordable, yet reliable system to help them meet their objective.

**SOLUTION** Cognitive's Advantage printer was selected after they researched several printer options. The Advantage is compact with a small footprint that can fit anywhere in the shop. It is also very easy to use. Another stand-out feature is the ability to handle a lot of tickets on one roll so hundreds of labels can be printed in a day when required. This enables the Tapia's to do a lot of inventory and tagging on one single roll. Since the Advantage printer was purchased, it has never broken down, and not a single part has had to be replaced.

***"The Advantage printer is such an integral part of my business. It's the most reliable employee we have! I expect it will last us at least another five years before we have to replace it. I would definitely recommend this printer to other retailers."***

Roger Tapia,  
co-owner,  
Creekside Jewelers