

# DASCOM Solution News

## Ice Cream Refreshment with DASCOM Making a Good Impression

### The customer

Crolla's has been making traditional Italian ice cream in Glasgow for over a hundred years. It was 1985 when a young Serafino Crolla exchanged the warm sunshine of Southern Italy for the less predictable climates of Scotland, setting up his first shop in Queen Mary Street, Glasgow. Today the firm still supplies ice cream vans, but has expanded to supply shops, cafes, wholesalers, restaurants and hotels.



### Enterprise print provider serves up dessert for Crolla Ice Cream with Vanputer

Vanputer specialises in software for van sales that can be tailored to suit an individual client's selling needs. Included in the package is the MIP480 which has been primarily designed for delivery note printing in commercial vans and trucks; it combines speed, operational flexibility and rugged reliability to offer exceptional printing, ideally suited for route delivery and mobile applications.

Prior to upgrading, Vanputer used mobile printers from TallyGenicom. Said Vanputer's Managing Director, Howard Larne, "We have always used A4 dot matrix printers as part of our sales systems. We had previously known and worked with TallyGenicom, so it made good business and financial sense to migrate to DASCOM GB when the time came."

Since combining the new printer with its specialised sales system, Vanputer's clients, such as Crolla Ice Cream Company (Crolla's), are benefitting from improved printing capabilities and delivery runs where its drivers can produce instant documentation such as invoices and receipts.

Prior to implementing a computerised system, Crolla's relied on hand written delivery notes and invoicing, proving both time-consuming and costly. In order to maximise its potential and keep up with business growth, the company invested in a Vanputer system and has since maintained a profitable working relationship spanning 20 years.

"Each of our vans is now fitted with a Vanputer system and it has saved us both time and money," said Crolla's Managing Director, Peter Crolla. "Our delivery drivers can now download the necessary information and use the wireless connection between the handheld device and mobile printer to produce instant reports and invoices whilst out on rounds.

It also means we can sell stock directly from the lorry and therefore boost our revenues from another angle. We couldn't imagine going back to a manual system now."

DASCOM GB's Managing Director, Robin Edwardes commented, "Working with organisations such as Vanputer and Crolla's highlights the robust and reliable nature of our printers. For any organisation involved in sales and deliveries, critical documents are of great importance and must be clear and crisp; the MIP480 is ideally placed for such a task. We're delighted to be working with both of these companies and look forward to long and profitable relationships."



## About Vanputer

Vanputer has, for thirty years, been providing dedicated software and hardware solutions for van sales distributors. Based in Derby, the company has provided solutions and support to customers from Scotland to the South Coast, and from single location operators to national, multi depot companies operating between three to three hundred vans. Our latest solution features wireless communication between handheld devices and on-van printers, as well as between handheld and depot system.

## About DASCUM

Located in Ulm (Germany) DASCUM Europe GmbH is the European headquarters of the company, and was founded in May 2009. We manufacture and market the strongest range of dot matrix, passbook, flatbed, mobile and thermal printers under both the 'Tally' and 'TallyDASCUM' brand names. We also distribute and support TallyGenicom line printer and laser products.

As a subsidiary of DASCUM Europe, the UK office based in Basingstoke supports sales operations for the UK, Ireland, Scandinavia, Benelux, Middle East and Africa regions.



## MIP480 Highlights at a glance:

- Fast and easy to use in-vehicle printer
- Robust assembly
- Easy to replace ink ribbon
- Easy to use paper feed for continuous paper and multi-layer carbon copy paper
- Multiple connectivity via Bluetooth, Serial RS232 or USB
- 12/24 volt connection for a variety of vehicles
- Comprehensive selection of accessories (mounting device etc)

## Mobile Printers: MIP480

The market for in-vehicle printers has exact requirements for size, performance, connectivity and costs. DASCUM's MIP480 combines speed, flexibility and robustness and is therefore the ideal output interface for order confirmations and other mobile applications. With a print-head life-span of 250 million characters, an ink ribbon able to be used for up to six months and a continuous usage of 7000 hours without fault, the mobile printer is a very reliable partner, especially for the use in storage logistics, transport and security technology. The MIP480 has a print speed of up to 480 characters per second and with its 24-pin print-head prints excellent text and graphics, both on continuous print forms as well as single sheet paper. It can process paper with up to 4 carbon-copy layers. The MIP480, therefore, is the ideal device for printing multiple copies or printing on continuous paper on the road.

## Other Product Ranges from DASCUM:

### Dot-matrix printers

#### Innovative all-rounders.

The right decision if you need to print quickly, cost-effectively and in large volumes with carbon copies.

### Thermal printers

#### Robust and compact.

Suitable in several areas such as production, medical supplies or trade for a wide variety of uses.

### Mobile printers

#### The work place professionals.

Compact dimensions, well thought out details, cost-effective basic model with numerous upgrade features.

### Line printers

#### High speed and quality.

The speed professionals. Maximum output with the highest quality and lowest costs per page - even with carbon copies.

For more information visit [www.dascom.com](http://www.dascom.com) or phone +44 (0) 1256 481481

# DASCUM

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THERMAL PRINTERS  
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LINE MATRIX PRINTERS

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