

DASCOM Solution News

Case study of DASCOM Europe GmbH

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Mobile matrix printer MIP480 for the delivery of dairy products

Perfect printing onsite

The Customer

Al Rawabi Dairy Co. (L.L.C) is one of the leading dairy and juice companies in the United Arab Emirates. Since 1989, the company has been operating a dairy farm in the heart of the Dubai desert in Al Khawaneej. The dairy farm started with 500 imported Holstein cows from Germany and developed into a market leader for fresh dairy products, now with a stock of over 16,500 cattle. The production plant is operation-



al around the clock. The company serves over one hundred thousand customers every day.

ideal at this speed for handling transport processes quickly using notebooks or handheld devices. Multi-copy forms allow the driver and receiver to each receive one document with the actual scope of delivery. The fast and uncomplicated printing of delivery documents and multiple copies onsite in DIN A4 continuous paper makes it easier for the drivers to reliably deliver dairy products and juices directly to the front door of supermarkets and private individuals every day.

Reliable and robust – the MIP480 is ideal for transportation

Dairy and juice producer Al Rawabi Dairy had already been using matrix printers in its lorry fleet for its past distribution of dairy products and juices in the United Arab Emirates, Oman and Qatar. In cooperation with the DASCOM distributor Incube, more than 300 printers are now being successively replaced. They are now using the Tally MIP480. This robust and fast-working matrix printer has been specially developed for mobile use and is therefore ideally suited for transport due to its robust housing. It cannot be impacted by dust, heat or transport on bad roads.

Professional support and cost-efficient

The Arab company has said goodbye to its previous printer system after immediately recognising the many advantages of the MIP480. DASCOM's easy-to-use vehicle printers are half as expensive as their predecessors. And DASCOM impressed

the company with their professional and very reliable support, which is available 24/7. Punctual acceptance and acknowledgement with delivery notes must be guaranteed in particular when it comes to perishable food.

Smooth operation with DASCOM MIP480

In addition, the MIP480 requires significantly lower maintenance in the vehicles, therefore ensuring smooth delivery operations in the UAE and neighbouring countries. Its robust housing is resistant to environmental influences and guarantees trouble-free operation for years.

24 needles print up to 600 characters per second and are

Expansion to other business areas using MIP480

The fact that the MIP480 has more than impressed the dairy company Al Rawabi Dairy with such a reliable printing performance has now led to the fact that the company also wants to use the printer in multiple other business areas. Al Rawabi Dairy has built up supply chains for bakeries, meat production, cow feed and fertilisers and also relies on DASCOM's mobile printers for these on the Arabian Peninsula.



DASCOM's mobile printers – Simply unbeaten

MIP480: Brings movement to mobile printing

Efficient and reliable

The MIP480 from DASCOM is a high-performance A4 printer with a variety of uses in commercial vehicles. It can print continuous forms as well as individual sheets; thus, it is the perfect solution for printing invoices, delivery notes, service reports, etc. locally.

Robust and easy to use

To cope with daily strains, the MIP480 has been specifically designed with reliability, long maintenance cycles and ease of use in mind. Its mechanisms are robust and can cope with temperature ranges from -20 to +60 °C. The ink ribbon allows four million characters to be printed, meaning that it only needs to be changed every six months when used at the average level of intensity. The print head will last about 250 million characters.

Fast and flexible

The print speed of the 24-pin dot-matrix printer is up to 480 characters per second and supports common emulations, such as IBM 2390+ includ-

ing ProPrinter XL24E, Epson ESC/P2 and Intermec 6820, as well as a variety of fonts and barcodes.

Multiple possibilities

The printer can be connected to notebooks, touch pads or handheld PCs using normal interfaces like serial, parallel or USB 2.0. However what differentiates the MIP480 is the wireless connection through Bluetooth, which is standard. The printer can be operated 12 or 24 V and therefore is suitable for all common vehicle power supplies. For stationary applications, an optional 220 volt power pack is available.

Assembly in small spaces

There are four different printer stands each with a paper feed for assembling the printer either horizontally or vertically, and one of these is height adjustable. There is also a universal installation kit for seat assembly. Thanks to its compact size, the MIP480 can also be installed in vans and cars. Furthermore, it also offers a real alternative as a warehousing printer for safety engineering applications.

Highlights on a glance:

- Quick and easy to use mobile printer
- Rugged design
- Easy ribbon change
- Horizontal and vertical mounting with small footprint
- Easiest paperhandling
- Fanfold paper and multi-copies
- 12/24 Volt power supply for use in cars
- Many options



Tally MIP480

The products of DASCOM Europe GmbH:

Dot-matrix printers

Innovative all-rounders.

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

Flatbed Printer

Strong guys.

Whether multiple sets or continuous forms, perfect for recipes, receipts, application forms, invoices, loading lists, etc.

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 in size, well thought out details, cost-effective basic model with numerous upgrade features.

Card printers

Fast and reliable.

Whether company cards, loyalty cards or cashless payments – the right cards have to meet many requirements.

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