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CASIO

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Luxury brand Jaeger selects the stylish and ruggedised IT-600

Established in 1884, Jaeger is an iconic luxury British fashion brand, renowned for designing contemporary, innovative and stylish womenswear, menswear and accessories. Jaeger has over 45 freestanding UK stores and is sold in quality department stores including Harrods, Selfridges, Fenwick, House of Fraser and John Lewis. Jaeger online, www.jaeger.co.uk, is the brand's second largest store and is now shipping to the United States of America and selected markets within the European Union. Internationally, Jaeger is sold in Australia, Europe, Japan, the Middle East and North & South America.



CASIO

This year Jaeger has introduced the rugged and versatile Casio IT-600 hand-held terminal into their UK shops and warehousing operation in Kings Lynn. The Casio IT-600 was chosen for its large 3.7" VGA colour screen, stylish looks, optional trigger grip and camera. With over 100,000 product SKUs to manage, Jaeger worked very closely with BNE Electronics to develop the software application for this mobile solution. The terminals are currently being used for stock-taking throughout the company warehouse and retail outlets and there are plans to expand usage into other areas of the business. The data, which is transmitted to the central warehouse via Jaeger's in-store network system, is used to update the brand's central database.

CASIO Gold Mobile Technology Accredited VAR and Distributor

