

Lexmark C534n helps Dawahares generate excitement among store managers for incoming products.

## Dawahares is in fashion with the Lexmark C534n color laser printer

### The Organization

Dawahares is a family-owned retail clothing chain that operates 34 stores in Kentucky and West Virginia. Nearly a century old and managed by third- and fourth-generation descendants of its founder, Dawahares stores are known for excellent customer service and a pleasant shopping environment.

### The Challenge

Like thousands of small, family-owned businesses, Dawahares watches expenses carefully. For the 20 people in its merchandising department, that meant printing photographs of apparel with a small monochrome laser printer.

While printing in black and white helped to keep costs in check, valuable information was being lost. “Fashion means color,” said Darra Shipp, Dawahares’ IT Manager. “When we printed photos of apparel we were buying for the upcoming season, we could see the style, but the absence of color hindered our ability to visualize how our stores would look.”

For Dawahares, color is critical, but so is sticking to a budget. Ruling out inkjet printers due to their slow speed and appetite for expensive ink, the company needed an affordable way to generate color images to help drive up sales.

### The Solution

To provide merchandisers and store managers with valuable color images of upcoming products, Dawahares chose to evaluate the Lexmark C534n color laser printer. The merchandising staff is using the C534n to generate rich, full-color photographs of apparel at up to 22 color and 24 monochrome pages per minute. And with toner cartridges that last for thousands of pages, it is vastly more economical than inkjet printers.

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—Darra Shipp  
IT Manager  
Dawahares  
Lexington, Ky.  
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At first, merchandisers used their newfound color ability to make presentations to each other, an enormous improvement over the monochrome images they were used to. Shortly after that, the merchandising staff began sharing the color images with store personnel.



*Darra Shipp of Dawahares chose the Lexmark C534n to help drive merchandising efforts throughout the chain's 34 stores.*

“Store managers were thrilled with the color images,” said Shipp. “It’s one thing to see the style and shape of a garment, but seeing an entire color palette opens an entire new world.” For the first time, store personnel could visualize the entire line for next season in full color and understand how different products fit with each other and in the store layout.

The C534n achieves its dazzling, crisp professional-quality color with 4,800 Color Quality and available 1,200 x 1,200 dot-per-inch resolution by leveraging the latest advances in microscopic spherical toner technology.

Simple set-up and operation are also essential to Dawahares. The entire installation process was completed in less than 20 minutes. Equipped with a standard Ethernet port and automatic network self-discovery capability, Shipp quickly set up the C534n on Dawahares’ peer-to-peer network, installed the toner cartridges, loaded paper, and had the unit printing documents.

“The colors were rich and accurate right out of the box,” said Shipp, “When you work in the apparel industry, getting the colors exactly right means everything.”

To simplify routine maintenance, such as replacing toner cartridges, loading paper, or clearing a rare misfeed, the Lexmark C534n features a full graphical LCD operator panel that guides users through each step.

### The Results

Its Lexmark C534n color laser is helping Dawahares’ buyers and merchandisers to make more informed buying decisions. Store managers are gaining deeper insight into the product lineup for upcoming seasons. Even sales personnel are enjoying greater involvement and are learning more about the apparel industry.

Next, Dawahares is planning to use its C534n to print color signage on heavy cardstock to display on clothing racks.

At Dawahares, the Lexmark C534n color laser printer has quickly yet affordably changed the way it does business. From merchandisers to managers and sales personnel, the Lexmark C534n has become this season’s must-have fashion accessory.

Lexmark C534n

