

STONE HEARTH PIZZA

TransAct helps Stone Hearth Pizza Get Bigger Slice of the Pie



"We looked closely at what worked for us," said Schwarz. "That meant sticking with our original TransAct printers (Ithaca KITCHENJet and POSjet printers). It was a no-brainer."

Jonathan Schwarz

Stonehearth Pizza

THE RIGHT PRINTER CAN BE THE MOST IMPORTANT ITEM ON A MENU

Ever wonder why so many great restaurants sadly end up on the scrap heap of flamed-out eateries? The simple answer for many is the failure of the owners to balance a keen business sense with a sophisticated knowledge of food.

Register printers are a prime example of this business oversight. You would think that since many of these printers are located near a kitchen that they should be heat resistant and able to withstand various run-ins with a spilled drink or misplaced appetizer.

Sadly, you'd be mistaken. Many restaurant owners fail to recognize these obvious must-have features in a printer and they ultimately pay the price for such missteps.

Out of the fire, into Stone Hearth Pizza

Jonathan Schwarz and Chris Robbins of Stone Hearth Pizza were two such business owners who had a trying experience with poor quality printers.

Stone Hearth Pizza branded themselves as the "affordable indulgence" — much like Whole Foods or Starbucks— with Neapolitan-style pizza, gourmet salads, hand-selected beer and wine and gelato.

Unfortunately, their dream as high quality restaurateurs took a precarious turn when their POS system did not configure to their current TransAct printers. A bold, gutsy business move was required to keep Stone Hearth cooking with gas .

Bad quality printers can translate into a bad food experience

It is the same for greasy spoons and high-end steakhouses. There are two critical moments in any diner's experience: how quickly the food arrives

once it is ordered; and how quickly the check arrives once the diner is ready to leave. If the restaurant fails in either of these areas, the experience is soured.

A major factor contributing to the success of these two important operational flows and how they are perceived by the customer, is the quality of the POS system and the printer. Stone Hearth Pizza discovered this the hard way.

Stone Heath's initial POS transaction system was too "pizza-parlor" focused and was not specifically geared toward servicing the higher end, casual dining restaurant.

Chief among Stone Hearth's frustrations was this system's inability to split credit cards or integrate into the back-end system for inventory management.

All of these issues added up to increased customer frustrations, which contributed to the owners' decision to upgrade after only seven months of operation.

Problem solved, profits on the menu

With a new POS system in place, naturally, Stone Hearth's POS vendor proposed using new printers.

Unfortunately lightning struck once more as the interim printers did not meet Stone Hearth's requirements on several levels. Unlike their original TransAct Ithaca printers, these new printers were vulnerable to heat and spills, did not give an audible signal when processing an order and the thermal paper was expensive and inconvenient in the kitchen due to sensitivity to heat.

Because these printers simply could not take the heat in the kitchen, Stone Hearth was forced into a business decision that would be key to their success. They reverted back to their trusted TransAct Ithaca KitchenJet and POSjet printers and decided to reconfigure the new POS system around them.

The results were dramatic. The list of worries for these first-time restaurateurs was shortened by one significant item printers.

Quality to match the dining experience

As the leader in developing and manufacturing high quality printers for transaction-based industries, TransAct has the unique distinction as processing more transactions a year than Visa, MasterCard and American Express combined.

Stone Hearth capitalized on TransAct's heady experience and feature-rich printers to find the proper balance between food passion and business sense and is now primed to take a bigger slice of the casual, fine-dining pizza landscape pie.