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MFC-8510DN



### Case Study Euro Garages

#### Challenge:

To standardise Euro Garages' printer range across its 120 sites to reduce costs, time and manage all the different supplies.

#### Solution:

Brother's MFC-8510DN all-in-one laser printers have been installed across all UK sites, providing fast, high quality mono print, copy, scan and fax capabilities in one compact machine.

#### Benefit:

Euro Garages has been able to reduce running costs by using Brother's more efficient machines and standardising toner usage. They have also eliminated considerable postage costs by utilising its scan to email feature.



MFC-8510DN

For further information please visit our website  
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2011

“ Brother printers have improved efficiency and reduced the time spent sourcing and managing print supplies across our sites. We have complete visibility of our printing suite providing us with greater control to manage costs and supplies. An unexpected benefit of installing the new machines has enabled our sites to scan documents direct to head office via email instead of post, saving our business over £30,000 a year, adding considerable value and immediate return on investment. ”

**Guy Bickerstaffe,**  
National General Manager, Euro Garages

To find out more visit  
[www.brother.co.uk/invisibleprinters](http://www.brother.co.uk/invisibleprinters)



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## The Challenge

Euro Garages is the UK's fastest-growing and largest privately-owned forecourt operator. It has 120 sites across the UK and partnerships with brands such as Spar, Subway and Starbucks, which operate franchise stores on many of Euro Garages' sites.

Having acquired many different makes and models of printers across their garage and retail sites, it posed a growing challenge for head office to manage. National General Manager, Guy Bickerstaffe explains, "We had so many different types of printers all needing different toners, they were difficult to track and it was no longer a cost effective solution. We realised that standardising our printer range would make things a lot easier, but to make this a viable option, we also had to improve efficiency, visibility and reduce running costs along the way."

There was a further challenge for Euro Garages to consider. Any new printing solution had to work seamlessly with system integrators, Gilbarco Veeder Root who provided their till infrastructure. Brother UK offered Euro Garages evaluation products so that they could test the printers out in the field.



"Brother's all-in-one printers have provided our business with many time and cost-saving benefits. Standardising our printer suite has reduced the time staff spent managing our toner supplies and we expect to see cost savings at the end of the year. The scan to email function means we have been able to streamline our old process of posting daily invoices, saving approximately £6-£8 a site on postage. That equates to about £34,000 cost savings a year, and that doesn't take into account the considerable time-saving benefits now staff no longer have to do a daily trip to the post office. We have also been able to reduce hardware costs by networking and sharing resources across some of the garages and franchise sites."

**Guy Bickerstaffe, National General Manager, Euro Garages.**

## Brother's Solution

Brother recommended the MFC-8510DN all-in-one printer, to provide fast, efficient print, copy, scan and fax capabilities all in one compact machine. Measuring just 533mm wide and 515mm deep, it's the perfect retail solution, where back office space is often limited. Following a successful evaluation period, Brother's printers were installed right across Euro Garages' UK sites, networked to share resources where possible and to provide greater visibility with BRAdmin network software.



BRAdmin allows an administrator to manage a fleet of printers in the office easily, identifying common printer problems and making configuration changes without leaving their desk

## Benefits

Brother advised and helped train Euro Garages' IT team to ensure smooth installation across all of their sites which included 110 petrol stations, 25 Starbucks and 6 Burger King franchises.

Guy Bickerstaffe said, "We received excellent pre and post sales support from Brother. They took the time to understand how we worked and provided us with exactly the right solution that has benefitted our business. The all-in-one printers are compact and easy to use, ideal for our retail environments where we often lack space to fit office equipment, so this was an important consideration. They work seamlessly with our till system and print clear, accurate barcodes for our shelf edge labels. I've had no issues from any of the sites since they were installed and we now have visibility of all printer activity using BRAdmin. It means we can see our complete network of printers and how they are being used, we can install default settings remotely and even see when toners are running low. It provides us with better management tools for our entire printer suite, helping us to work more efficiently."

By networking the printers and sharing resources with some of their Subway, Spar and Starbucks franchises, Euro Garages have also been able to ease office space issues as well as reduce hardware and running costs.