

# RETAIL PRODUCT AND SOLUTIONS GUIDE

**LET'S TALK SHOP**





# WANT A PRINT SOLUTION THAT'S BUILT FOR RETAIL?

## LET'S TALK SHOP

We understand that for retail businesses, a one-size-fits-all approach to printing simply won't cut it. We take care of your printing and technology needs so you can focus on the day-to-day running of your business.

By getting an in-depth understanding of your requirements and usage, we can provide a flexible and robust solution. Your print infrastructure will be tailored to your needs and is able to adapt to the rapid change of the sector.



## **PROVEN EXPERIENCE IN THE RETAIL SECTOR**

Our heritage in the retail sector stretches back to 1971, when we introduced the world's first high-speed dot matrix printer. We've been working with retailers large and small nationwide ever since. In fact, if you work with Brother, you'll be joining some of the biggest names in retail. Our experience in the sector is diverse, covering everything from grocers and fast food to hotels and sportswear.

## **UNDERSTANDING THE CHALLENGES OF THE RETAIL SECTOR**

We've helped retailers overcome all sorts of problems and frustrations, and we've designed our solutions to meet a wide range of requirements:

- Printing point of sale material, price tags and shelf edge labels
- Sharing information between stores and head office electronically
- Managing disparate fleets across the country
- Printing on location with customers
- Operating within strict budgets
- Retiring legacy systems simply and effectively
- Predicting and preventing downtime and lost business
- Using space efficiently

## **HOW DOES BROTHER HELP YOU OVERCOME THESE CHALLENGES?**

- Brother solutions cover all your needs, from the physical to the digital, the in-situ to the mobile
- Networked, multi-function devices allow branches and head offices to communicate seamlessly
- Our At Your Side support means there is always somebody on hand to help if anything should ever go wrong
- The small footprint of our machines is perfectly suited to the retail environment where space is at a premium
- Brother devices are simple to set up and even simpler to use, ensuring the adoption process is fast across the entire organisation
- Our devices are robust and reliable, and built to withstand the testing nature of a busy retail environment



# CAPTURE AND WORKFLOW SOLUTIONS

To make your workflow simpler and more efficient, our devices come with a range of additional solutions. With everything from web conferencing to mobile scanning, these solutions improve communication between stores and head office and make it much easier to manage everyday retail tasks.

**CHALLENGE:** Sharing information and documents between stores and head office.

**SOLUTION:** Ifax and scan to email allows you to scan information directly to head office, and send faxes over the internet. It's perfect at store level for sending recruitment documentation between locations.

**CHALLENGE:** Integrating your printing solution with the unique way your business works.

**SOLUTION:** BSI open interface allows you to create bespoke solutions for your company. Customise your machine's touchscreen display and create useful workflow solutions – for instance, an expenses button that automatically files scanned documents into the right server folder.

**CHALLENGE:** Improving communication between different stores and offices in multiple locations.

**SOLUTION:** OmniJoin Web Conferencing offers quick, simple and secure web conferencing solutions. It lets you collaborate with your team members all over the country – and the world. It's ideal for regional meetings and promo launches, improving communication between stores and offices.

**CHALLENGE:** Sharing and storing confidential information both simply and securely.

**SOLUTION:** Brother security features include being able to restrict access to the machine's functions, and also the ability to password protect scanned and printed documents - data sent over the network can be encrypted with SSL/TLS enterprise level security and retrieved via secure NFC card

**CHALLENGE:** Tracking and controlling the cost of printing in stores and offices.

**SOLUTION:** Brother's PrintSmart Secure Pro software gives you greater control and understanding of your print with active database integration, as well as fantastic security features like secure function lock and pull printing.

**CHALLENGE:** Controlling the cost of printing and improving the efficiency of print processes.

**SOLUTION:** Managed Print Service gives you greater control of your printing costs. It improves your productivity by making device management more effective, and cuts downtime thanks to automatic pre-ordering of consumables.

**CHALLENGE:** Enabling mobile workers to print and scan in multiple stores or branches.

**SOLUTION:** Brother's iPrint and Scan app unlocks printing and scanning functionality for your smartphones and tablets. It's a simple and effective way for managers to print and scan when visiting different stores and offices.



# SUPPLIES

## GENUINE SUPPLIES. GENUINE BENEFITS.

When you've invested in a high-quality Brother printer, you want the best results every time. That means using Genuine Brother inks and toners.

Brother Genuine Supplies and hardware devices are designed, manufactured and tested in controlled environments by the same team of engineers. Providing you with the best possible results for your business and protection of your print investment.

Plus, Brother Genuine ultra high yield toners can print up to 20,000 pages, making them an extremely cost-effective option in the long term. And to help protect the environment, and help you reach your sustainability targets, we recycle your Brother Genuine toners free of charge.

[WWW.BROTHER.CO.UK/RECYCLING](http://WWW.BROTHER.CO.UK/RECYCLING)



# PRINT AND IDENTIFICATION

## COMPACT MONO LASER PRINTER HL-L2365DW



- Fast print speeds gets jobs done quickly
- Wired and wireless network compatibility keeps you connected
- Automatic 2-sided printing means you can cut down on waste
- 250-sheet tray means less downtime

The compact footprint of this professional mono laser makes it ideal for your back-office printing. With front-loading toners, it works well in small spaces, whether that's under a desk or on a small shelf. It's robust and reliable too, so it can handle the bumps and scrapes associated with a hectic back office.

## PROFESSIONAL COLOUR LASER PRINTER HL-L835CDW



- Faster print speeds help you fly through jobs
- Super high-yield toners drive down costs
- Automatic 2-sided and booklet printing are good for your green credentials
- Wi-Fi and Wi-Fi Direct offer flawless connectivity

This powerful colour printer is perfect for back offices or under retail counters. As it's both front loading and top printing, you rarely need to access the back of the machine. Not only does this mean it can be installed and left, there's less need for staff to interact with it beyond picking up prints - minimising the risk of tampering with the device.



## PROFESSIONAL MONO LASER RANGE L5000



- High-yield toners offer better efficiency and value
- 2-sided print and scan lowers running costs and saves time
- High reliability limits downtime and keeps staff serving customers
- Customisable paper input options that can be tailored to individual stores

With a low cost of ownership, these high-volume mono laser printers are great for stores. Compact in size and with customisable input options, they can easily fit under a counter or stand alone in a back office. 2-sided scan with fax capability makes sending documents to other stores and head office effortless.

## WORKGROUP MONO LASER RANGE L6000



- Low cost of ownership with up to 20,000-page toners and 12,000 page inbox toner.
- Seamless workflow with 50ppm printing and 2-sided scanning\*
- Powerful integration thanks to Brother's BSI open interface
- Enterprise level security including NFC authentication and SSL encryption

Ideal for head offices, our open interface allows you to integrate with your existing workflow processes, while enterprise-level security features keep your data safe. Modular units allow for bespoke paper handling options such as letterhead and A5 paper, with 2,650 sheet capacity there's less time spent refilling.

\*Scan and copy capability only available on DCP machines and additional fax capability on MFC devices.

## HIGH-SPEED LABEL PRINTER QL-720NW



- Enjoy flexibility and convenience with wired and wireless networking
- Create perfect results every time with a built-in automatic tape cutter
- Print with exceptional clarity thanks to 300dpi resolution
- Finish jobs faster with 150mm per second print speeds

If you're short on space in the back office or on the shop floor, this compact label printer is great to have around. With fast print speeds, plus pre-cut and continuous tapes available, it makes light work of price tags, labels, barcodes and visitor badges. Thanks to flexible connectivity options, it's simple and quick to use too.



## TAPE CREATOR PRO



Brother's Tape Creator Pro creates fully-customised rolls of tape and ribbon in minutes. There are over 200 in-built templates and frames plus you can even design your own, with several widths and ink colours to choose from.

With user-friendly software and simple operation it's a brilliant way to add that extra touch of professionalism to your goods, without the long lead times. You could personalise the tape you use to send out orders, create ribbons for special wedding gifts, flowers, cakes and even use it for event decoration.



## DESKTOP LABELLING MACHINE PT-D600VP



- High speed print, colour display and automatic cutter make labelling easier than ever
- 7-line text option gets your whole message across
- 99-label memory lets you store your own designs
- QWERTY keyboard makes label creation even easier

If you're looking for a reliable label machine for everyday use, the PT-D600VP is ideal for you. With room to save up to 99 of your own templates and super-quick printing, you can make light work of your labelling tasks. The full-colour screen is simple to use, while a compact and sleek design lets it fit anywhere in store and at head office.

## DESKTOP LABEL PRINTER PT-P750W



- Powers through labelling tasks with its fast print speed
- Wireless connectivity means the labeller can be shared amongst multiple users
- Offers versatile working with PC, NFC and mobile connectivity
- Provides label customisation with P-touch editor software

This desktop label printer allows you to create fully-customised labels with your own fonts, images and barcodes. Its excellent connectivity options make labelling jobs simple and quick, with a FREE iPrint and Label app that lets you print from your smartphone or tablet.

## HANDHELD LABEL PRINTER PT-H10S



- Lightweight and compact design for effortless portability
- Laminated labels offer supreme durability
- Soft-touch keys allow quick and accurate typing
- Range of tape sizes gives you great flexibility

The portability of this machine allows it to go anywhere from the shop floor to the back office. It produces durable labels that will stand up to the rough and tumble of the retail environment, whether for stock or IT kit.

# PORTABLE PRINTERS AND MOBILITY

## PORTABLE PRINTER RJ-3150



- Thermal printing means there's no need to worry about ink or toner
- Durable handheld design is robust enough for the shop floor
- IP54 certification means it's resistant to dust and water
- 5" per second print speed ensures jobs are done quickly

Whether you're printing shelf edge labels or receipts, this lightweight and portable printer can handle whatever you throw at it. Its quick print speeds make it the perfect queue-busting device – especially as you can print from smartphones and tablets.

## PROFESSIONAL INDUSTRIAL LABEL PRINTER TD-2120N



- Compact machine perfect for tight spaces
- Portable battery\* allows you to print from anywhere on the shop floor
- Touch display unit\* allows the user to use pre-defined templates for price mark down

The small footprint of this label printer ensures it won't take up too much valuable counter space. Wireless and Bluetooth connectivity provide the ultimate portable convenience for use anywhere in the store. It prints quickly and with superb clarity, helping to enhance customer experience throughout the store or at the checkout.

\*Optional extras



## CASE STUDY

# A LIGHTWEIGHT LABELLING SOLUTION FOR A LARGE CATERING COMPANY

A large catering company delivers around 160 orders per day to its book of over 400 trade customers across north-west England. Previously, the business had been labelling orders using printers attached to two large weighing scales, which was creating a bottleneck.

To address these issues, the business upgraded to four Brother TD-2120N professional industrial label printers. The units weigh just 1.3kg and can print 5.6cm-wide adhesive labels at speeds of up to 15cm per second.

### PAUL FLEETWOOD, OFFICE MANAGER, SAID:

“The Brother units have solved both of the issues we had when using the scales. Firstly, they are able to store all of our customer information, so operators can simply type a four-digit code into the touch-screen display and the printer will prepare a label including the customer's name and address along with the order date, a Julian encoded packing date and our logo.

Secondly, they are highly portable and battery powered, so our people can take them with them to whichever part of the building they are working in at that time. This has significantly streamlined the process and made us more productive as a result.

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## PROFESSIONAL INDUSTRIAL LABEL PRINTER TD-2130N



- Customise to your requirements with optional extras such as Bluetooth and Wireless adaptors
- Increase productivity with the addition of a label peeler
- Go mobile with an optional rechargeable battery
- Print labels or receipts without a computer or mobile device with the optional touch panel display

With its compact size, high print resolution and option to go portable, the TD-2130N is a useful addition when you're short on space or need to print on the go.

It prints barcodes in next to no time, and thanks to excellent clarity and precision, it's ideal for event wristbands or food labels.

## PORTABLE PRINTER MW-145BT



- Lightweight design is perfect for carrying with you
- USB and Bluetooth connections let you print from anywhere
- Software developer kits let you integrate with your technology
- Rechargeable lithium ion battery offers true portability

Whether you have a sales team in the field or queue-busting customer assistants on the shop floor, this lightweight, A7 printer helps you provide exceptional service. It's small enough to slip into a jacket pocket and offers excellent versatility for both connectivity and integration with your own technology.



## CASE STUDY

# HELPING HILLARYS PRINT ON THE GO

Installing 30,000 blinds, shutters and window coverings every week, Hillarys is the UK's leading made-to-measure blind company. Renowned for their exemplary customer service, they are continually looking for innovative solutions to help their 1,000 sales advisors when visiting customer homes.

When they updated their mobile working solution, their sales advisors specifically requested Brother's MW-145BT mobile printers (which were recently updated to

the latest model), feeling it was important customers received a printed document. Measuring just 160 x 100mm, connected via Bluetooth technology and with no ink cartridges to replace, they are an obvious choice for users out in the field.

Hillarys has seen a definite increase in sales as a result of implementing its mobile solution, with over £400 million orders placed using the system. Julian Bond, Head of ICT at Hillarys, says:

**“** *Many of our advisors are using the same printer with no issues which is seriously impressive for any piece of equipment. So it was an easy decision to choose Brother once more. Customers are impressed when orders can be completed with a professionally printed order and receipt at the end of an advisor's visit, and it's helped to improve sales conversions.* **”**



# DOCUMENT CAPTURE AND WORKFLOW

## WORKGROUP MONO LASER PRINTER MFC-L6900DW



- Outstanding paper handling of up to 2,650 sheets
- Ultra high-yield toners offer better efficiency and lower running costs
- Integrated NFC reader provides robust security
- Super-fast scanning and printing helps you maximise performance

This workgroup printer offers rapid printing of up to 50ppm and 2-sided scanning at up to 100ipm. When combined with its high-speed wired and wireless connection it allows you to get high volume tasks done and dusted in no time. You can scan everything from driving licences and passports to receipts and two-sided documents - especially useful for when stores need to send employee information to head office. With a whole host of other features that make your work more efficient and secure, it's the obvious choice for stores and head office alike.





## COMPACT DOCUMENT SCANNER ADS-1600W



- Scan to cloud and mobile improve workflow efficiency
- Mixed-size scanning lets you scan a huge range of documents
- Compact size is a real space saver
- Touchscreen interface is simple and intuitive to use

The versatility of this compact scanner makes it an ideal choice for retail organisations. It's fast, easy to use, and comes with fantastic benefits such as scan to cloud and mobile. You can even scan to USB. And with a 20-page automatic document feeder, it doesn't need to be reloaded constantly - so you can get on with other things.

## PROFESSIONAL MONO LASER ALL IN ONE MFC-L2740DW



- High-yield toners help to make printing more cost effective
- Huge choice of print and scan connectivity options to suit the way you work
- LCD touchscreen makes any job easier
- High-quality mono print ensures consistently crisp detail

Specially designed to keep print costs low, this all-in-one mono laser is popular amongst our retail clients thanks to its ease of use and reliability. In fact, many retail clients have seen a drop in the need for IT support, due to the lack of issues with paper jams and toner changes. And with fast print and scan speeds, it's no slouch either.



# LET'S TALK SHOP

Our sales team has vast experience working with customers in the retail sector. We're all on hand to help you with your printing and technology requirements. We'll listen to your unique needs and challenges to provide a tailored package that will help to make your business printing more effective and more efficient.

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