



## Brother drives customer service excellence at Europcar Denmark offices

Serving thousands of travellers each year, many of them on a tight deadline, staff at Europcar Denmark cannot afford to be driven to distraction by overly demanding technology. It's fortunate that they can rely on a durable, hassle-free mono laser fleet from global print and technology specialist Brother.

**With a mix of more than 100 Brother mono laser printers and all-in-ones now used in 40 Europcar offices across Denmark, thousands of vital documents are produced for rental drivers almost 24 hours a day, every day.**

**Denmark's largest car rental agency uses two models in Brother's fast and reliable mono laser series; the flagship HL-L6400DWT mono laser printer and the flagship all-in-one MFC-L6900DWT.**

Both models have two paper trays that yield a capacity of 1,090 sheets – essential for the high number of rental contracts and other documents that must be printed around the clock. Meanwhile, some offices also need to scan documents including driver's licences and passports making the mono laser MFC the perfect addition.

Ease of use and installation is another requirement for Europcar, which sets up its print technology online or by phone from their IT department located in Aarhus, enabling them to easily support remote offices such as Rønne on the island of Bornholm.

Europcar is the largest car rental agency in Denmark and a leading supplier of cars, vans, lorries and minibuses. Europcar has approximately 7,000 cars on the Danish market.

IT Coordinator Anders Thaarup is based in Europcar's Danish office in Aarhus. Asked why Brother technology is perfect for Europcar, he said: "Reliability, reliability, reliability. That is a key word to us. We do not have time to fumble with printers, when we are busy serving customers – and we are serving customers almost 24 hours a day.



“ The printers have to be able to run for hours and hours and be ready at all times. We can't have that the printers are down on a Friday afternoon just before a holiday, where large numbers of customers are lining up to get their cars and contracts on paper. ”

The latest mono laser series from Brother was designed to be fast at up to 50ppm, with first page output time of less than 7.5 seconds.

Improvements to the durability, reliability and productivity of Brother's latest mono laser series have driven a healthy increase in sales, helping to establish the print and technology specialist as one of the key A4 providers in the high end laser category for Western Europe.

Between February 2016 and March 2017 unit sales of Brother's high-end category mono laser machines in Western Europe significantly increased by 55% year-on-year.



As well as achieving sales success, the mono laser series received praise from independent product testers the Buyers Laboratory (BLI). "Brother's new monochrome printers and MFPs are built with the business user in mind, providing outstanding reliability, high-quality output, affordability and an intuitive design that boosts worker productivity," said Marlene Orr, BLI's director of office equipment.

***"Europcar's busy offices across Denmark demonstrate perfectly the difference durable, reliable and fast printing technology from Brother is making."***

***"With our devices working non-stop in the background, Europcar's agents are free to continue the important job of ensuring that customers are provided with a high level of service and swift rental documentation."***

