**brother**
at your side

# Driving shop floor efficiency

**Mobile printing solutions to optimise your workflow.**

**brother.co.uk/retail**

## Delivering smarter retail processes

## Fast, flexible and reliable labelling solutions to meet evolving customer expectations.

## Brother's label and receipt print solutions

Our fast and reliable print, scan and labelling technology will support you in delivering exceptional retail processes, from the warehouse floor to doorstep delivery, and everywhere in between.

Working together, we create custom print and labelling solutions that integrate with any stock management system to produce accurate and reliable barcode labels.

From our cutting edge, durable, RJ range of mobile printers that are built for in the aisle markdowns and seamless barcode label printing, to our TJ industrial thermal print range that delivers the speed and capacity needed for fast and effective shipping labels, our devices can be configured to work with any operating system.

Our mobile printers are compact and durable devices that help you make the most of limited space and can take the bumps, drops and accidents that happen in busy retail environments.

And importantly, our solutions are designed for multi-shift operations. They incorporate the latest long life battery technology to run over several shifts, a wider range of charging options, and cutting-edge Bluetooth 5.0 and AirPrint connectivity for seamless mobile working.

## Retail landscape

The world of retail is constantly evolving, with shoppers using an increasing number of channels to purchase goods. In such a competitive market the customer experience is key, as is loyalty building to keep customers spending.

On site, retailers must be mobile, with access to all information relating to stock, product ranges, promotions, payments and more. Mobile staff are responsible for changes within the store, whether its re-pricing goods, moving items to another location, or taking payments to ease the flow of traffic around the shop-floor.

As such, retailers need to be equipped with the necessary tools to make changes in-store quickly and effectively. Brother provides an array of label and thermal printing solutions empowering retailers to make decisions that help streamline the business.

From the store aisle to the point of sale, from the warehouse to the final mile, our retail print and labelling solutions help you boost productivity, create new efficiencies and ensure safety and compliance now, all while future proofing your business with scalable and flexible solutions that can grow with you.

## Benefits of a mobile print solution:

- Produce receipts and labels on the move
- Reduce processing time and costs
- Eliminate errors from handwritten labels
- Improve accuracy and customer experience
- Produce GS1 standard barcodes to help improve visibility and efficiency through the supply chain.

# Solutions built around you

**Back Office**

**Delicatessen**

**Cash Desk**

**Customer Service**

**Warehouse**

**Shop Floor**

## 1 Warehouse printing

Effortlessly print customer orders, dispatch notes and invoices.
- Easily print large volumes with high capacity paper trays
- Save time by using high-yield toner cartridges
- High-quality, easy to read text

## 2 Stock management

Print delivery, goods-in and shelf-edge labels with ease.
- Accurate and clear, avoiding illegible handwriting
- Quick and easy to scan barcodes
- Reduce media wastage

## 3 Capturing customer data

Stay with the customer while you copy their identification.
- Maintain high customer service with the customer
- Confidential information automatically saved
- Accessible only by authorised staff

## 4 Staff identification badges

Save time and money by creating your own durable staff and visitor ID badges.
- High-quality staff and visitor badges
- Quickly and easily printed, as and when needed
- Protected with unique, long lasting lamination

## 5 Queue management

Effectively manage customer queues at the check-out.
- Manage customer waiting time expectations
- Flexible, can be on-person or integrated in kiosk
- Connectivity to Android, Apple or legacy devices

## 6 Archiving

Scan and automatically save delivery notes and goods received notes to your business database
- Share delivery notes and good-in notes with the warehouse
- Accurate, avoiding mis-filing
- Save time on administrative tasks

## 7 Secure printing

Ensure sensitive customer information is kept confidential.
- Confidential information only printed by authorised staff
- Access can be added or removed based on individual profiles
- Manage costs, only printing information that is needed

## 8 Food labelling

Easily create labels for allergen content, ingredients, barcodes and expiry dates.
- Quickly and easily create food labels
- Accurate and easy to read
- Integration with existing internal systems

## 9 Back office printing

Effortlessly print orders, dispatch notes and invoices.
- Easily print large volumes with high capacity paper trays
- Save costs by using high-yield toner cartridges
- High-quality, easy to read text

## 10 Price remarking

Save time with labelling and re-labelling products and shelves.
- On-demand printing in the aisle
- Print the exact number of labels required
- Reliable WiFi and Bluetooth connectivity

## In-store labelling and queue busting

Retailers must be responsive to change on the shop-floor, whether it's seasonal reductions, or food that requires a sell by date. Retailers need to be mobile, with the power to scan, check and amend labels with speed and efficiency. In addition, taking payments and providing receipts away from the till ensures a more positive customer experience, and shorter queues.
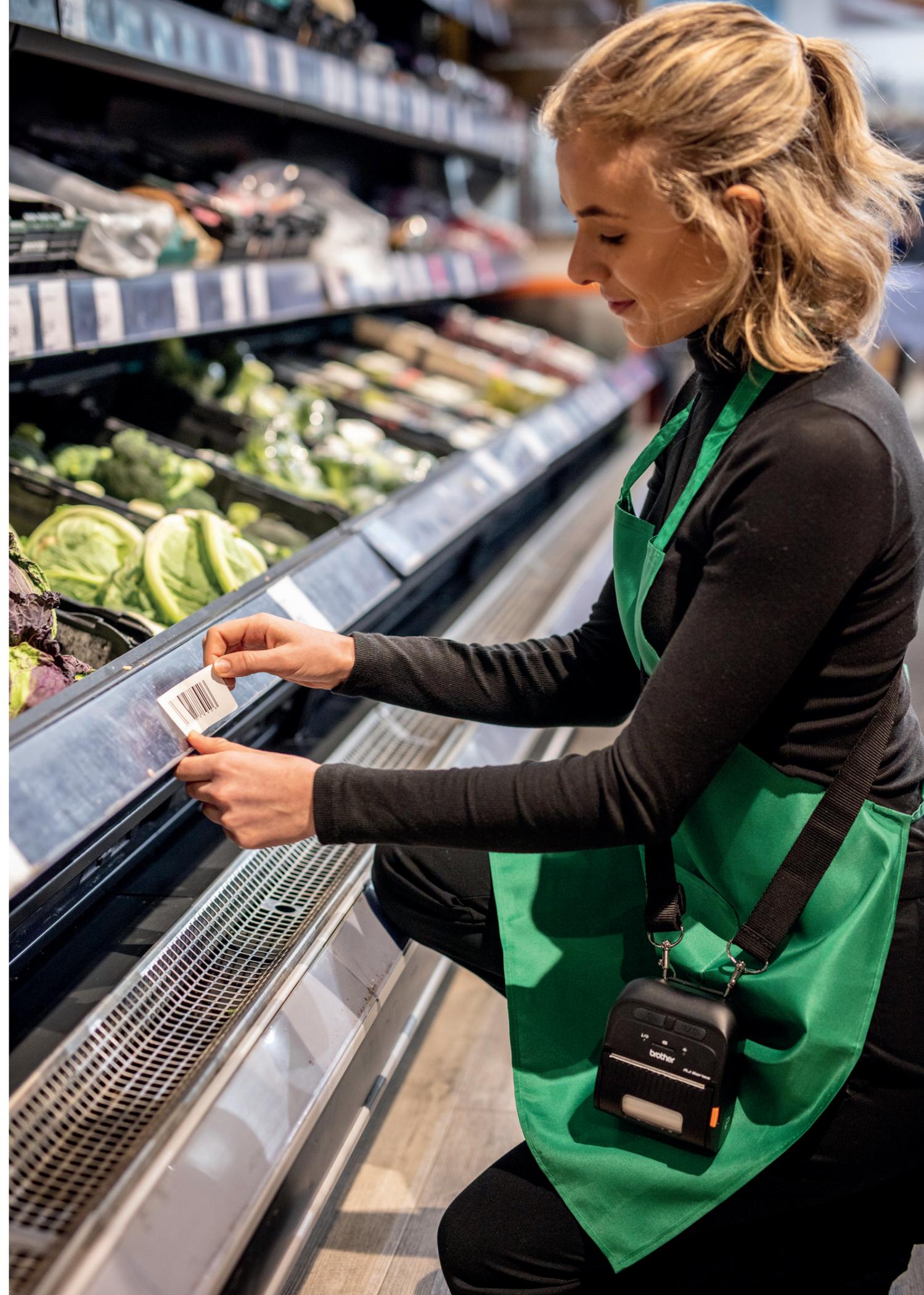
### Perfect for:

- Price markdown
- Receipt printing
- Shelf edge labels
- Promotional labels
- Sell by date.

## Buy online, pick up in store

For retailers providing buy online, pick-up in store delivery options, speed and accuracy are essential ingredients in giving customers a seamless purchasing experience.

Our fast and reliable print and labelling solutions help streamline this end-to-end process. With easy integration into existing stock management systems all labels and barcodes provide up to date information, increasing accuracy and efficiency - from product picking in the warehouse to matching customer information at the service point.

To support a variety of applications, our devices can print a range of barcodes that give users more information when they scan, including 2D data matrix barcodes, such as QR codes, and GS1 compliant barcodes to support efficiency, safety and visibility in the supply chain.

# Effective labelling, front to back.

## Warehouse (back of house)

From the shop-floor to the warehouse, store operations must be smooth and seamless. Brother's specialist print solutions from labelling to RFID tags help efficiency and organisation in the warehouse, ensuring workers can access items without any hassle. An effective process for labelling and re-labelling shelves, items and packages ensures that the shop-floor is functioning as efficiently as possible.

### Perfect for:

• Barcode labels

• Shelf edge labels

• Package labels

• Pallet identification labels

• Shipping labels

• RFID tags.

## Returns relabelling

How returns are handled has a defining impact on customer loyalty and their perceptions of your brand.

Relabelling efficiently in-store or in the warehouse is a vital process that helps retailers meet customer expectations for fast and seamless returns. This demands an integrated system that can label high volumes of returned products quickly and accurately.

Our mobile print and labelling devices can be fully integrated with existing stock management systems that ensure clear and accurate labels are created for faster, correct returns processing.

"We selected the Brother printers because they are small enough to house on a truck and robust enough for our shop-floor.

They are simple to use and quick to change labels and batteries allowing us to concentrate on picking customer orders quickly and efficiently."

**Chris Evans**
Marston's PLC
★ ★ ★ ★ ★

# Providing clarity in the kitchen

Tracking food throughout all stages of production is critical to every grocery store, supermarket and eatery. The primary concern is to safeguard the consumer and minimise public health risks.

# The ingredients you need for effective food labelling

## Food traceability

In one of the most challenging times the sector has ever faced, many have stepped up with innovative new ways to keep customers satisfied – and the tills ringing.

From introducing takeaway services to the sale of 'cook-at-home' kits, the response has been swift, effective and impressive.

What hasn't changed is the need for food labelling to provide absolute clarity to staff and customers alike. From stock rotation in the kitchen to sandwiches on the shelf, Brother's technology offers everything you need for efficient, effective food labelling that helps your customers make confident choices.

### Perfect for:

- Ingredient and allergen labels
- Sell by/expiry dates
- Stock rotation
- Price markdown
- Product identification.

## How McDonald's supersized their productivity levels

McDonald's Spain were using desktop standalone printers in their kitchens to print food labels.

Without an effective solution to meet their requirements the process lacked efficiency, accuracy and compliance with necessary protocols.

"Stopping the use of autonomous printers was a good decision. Nowadays, the entire printing process is integrated into our global operations solution."

**Quote from Operations IT Lead**
McDonald's Spain

★★★★★

# Why Brother?

We take a consultative approach to your specialist printing solution. Only by fully understanding your needs and working collaboratively with our partners can we deliver our unbeatable support and service.

Whether that means providing the features that really matter to you or helping your retail operations function at their best, our "At your side" promise ensures you always have the best possible experience with our products and our people.

## Easy to integrate

Brother provides all the necessary tools required for software developers to integrate printing into their mobile applications. Printer drivers are available for Windows OS, and Software Development Kits can be provided to support Windows Mobile,* Android and iOS operating systems.

We support a long list of software compatibilities and high volume label handling options – Brother has the capability of fulfilling the needs of your business.

## P-touch Editor

Create your own custom labels with pixel precision by using our free powerful software solution. With features such as support for over 15 barcode protocols, advanced image dithering to print high quality greyscale images, and the ability to link to data contained in Excel™ spreadsheets for batch printing of labels, any label design is possible.

## AirPrint and MFi support

Easily connect to and print from Apple devices, thanks to AirPrint and MFi support.

## Extended printer command support

With support for ZPL II emulation, CPCL emulation in addition to Brother ESC/P commands, developers can easily integrate mobile printing into existing legacy systems.

## Peace of mind

Downtime is costly and frustrating for any retail business. That's why Brother's free 3 year return to base warranty, inclusive of print heads with up to 30km print usage, comes as standard.

For additional security, we offer enhanced warranties, making it possible to prolong the warranty up to 5 years or expand the service level to onsite or same-day printer replacement.*

## Free demo printers

To convince you of the outstanding performance of our products, we offer a free-of-charge printer including supplies for testing and evaluation purposes. This way we can identify your needs early on and ensure the required integration.
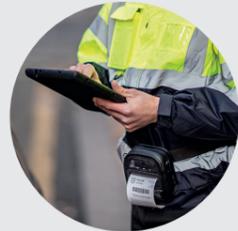
## The right partners

Seamless integration is a necessity for integrating tech into your productive retail processes. Putting compatibility with industry wide software platforms at the forefront of design, we've teamed up with some of the biggest names in the business to ensure that you can continue using your existing software with our innovative machines.

**BarTender**
BY SEAGULL SCIENTIFIC

**Loftware NiceLabel**

**SAP® Member Gold**
Printer Vendor Program

**TEKLYNX**
Barcode Better

# RJ-2000 series

## Up to 2 inch mobile thermal printers

Versatile connectivity for printing labels or receipts in the most rugged environments.

**User flexibility**
Compatible with a wide range of mobile devices and operating systems, making labels easy to produce.

**Easy to integrate**
Simple integration into existing applications with free software and free software development kits (SDK).
www.brother.eu/developer

**Easy to use**
Mono LCD and three flat membrane keys.

**Customisable**
Power options include rechargeable batteries, AC adapter and vehicle power battery chargers.

**Durable**
IP54 rating; drop tested to 2.5m without the need for a case.

**Lightweight**
Our lightest device ever, ideal for printing at any location within the store.

# RJ-3200 series

## Up to 3 inch mobile thermal printers

Small and lightweight providing the perfect on person device for mobile workers.

**User flexibility**
Compatible with a wide range of mobile devices and operating systems, connecting via USB C, NFC, Bluetooth 5.0, Wireless, MFi and Airprint.*

**Easy to integrate**
Simple integration into existing applications with free software development kits (SDK).
www.brother.eu/developer

**Easy to use**
Wireless, Bluetooth, MFi and Airprint capabilities* along with optional ethernet charging cradles for remote updates and upgrades.

**Customisable**
Power options include rechargeable batteries, AC adapter, charging cradles or vehicle power kits.

**Durable**
Compact and rugged design: 2m drop tested and IP54 rating*

**Lightweight**
Ideal for printing on the go at any location in a retail environment.

*Model dependant

# RJ-4200 series

## Up to 4 inch mobile thermal printers

Ruggedness and connectivity to empower workers to create and amend labels at any location.

**User flexibility**
Compatible with a wide range of mobile devices and operating systems, including support for Apple AirPrint.*

**Easy to use**
Mono LCD screen with back light. Great for dark warehouse conditions.

**Durable**
IP54 rating and drop tested up to 2.1m; designed to withstand even the harshest of conditions.

**Lightweight**
Ideal for carrying on body in the retail store room, whether up a ladder or moving a food cage.

**Customisable**
Options include rechargeable smart battery, AC adapter, vehicle mounting kit and more.

**Easy to integrate**
Simple integration into existing applications with free software development kits (SDK). www.brother.eu/developer

* RJ-4250WB only

# TD-2000 series

## Up to 2 inch desktop thermal printers

Unlike standard direct thermal printers, the TD-2000 series offers the performance features and media capacity of a desktop printer, but with the option to go completely portable.

**Optional touch display unit***
Standalone operation for a variety of applications. Product codes and information can be stored without the need for a PC.

**Spindle-less design for easy drop in roll**
Simply drop in larger diameter rolls meaning less downtime for staff.

**Compact footprint**
Fits easily on trolleys or crowded shelves.

**Optional Wi-Fi and Bluetooth connectivity***
Hassle-free communication with a wide variety of mobile devices.

**Wired ethernet and USB as standard***
Easily connect to a single PC on a food counter, or connect to multiple devices using the integrated wired ethernet.

**Portable long life Li-ion battery****
Go completely portable so items can be labelled around the store.

# TD-4D series

## Up to 4 inch desktop direct thermal printers

High specification, high speed label printers, featuring complimentary barcode label design software.

**Powerful 'P-touch Editor'**
Label design software for designing, uploading and printing label templates.

**Easy set up**
Auto media configuration.

**Speed and efficiency**
Fast print speeds of up to 8ips for increased productivity.

**Flexible connectivity**
With a range of connectivity options including Wired network, Wireless, Bluetooth, MFi and Airprint capabilities.*

**Seamless integration**
Print from a variety of retail management systems.

**Media capacity**
Accepts up to 4"/102 mm wide labels.

# TD-4T series

## Up to 4 inch desktop thermal printers

Brother's 4 inch thermal transfer label printers bring you improved operational efficiency with impressive ribbon capacity. Combined with seamless integration and modular design, print from virtually anywhere in the workplace.

**Durable print technology**
Printable with wax, wax/resin and resin ribbon on to a range of media including paper labels and RFID tags*.

**Printer command support**
Supports FBPL-EZD (EPL, ZPL, ZPLII, DPL) emulation.

**Speed and efficiency**
Fast print speeds of up to 6ips.

**Seamless integration**
Print from a variety of retail management systems.

**Less worker downtime**
Maximum ribbon length of 300m.

**Customisable**
Optional peeler, full/partial cutter and external roll holder.

*Model dependant

# Supplies and accessories

Our range of accessories is designed to help you maximise the functionality and usability of your label printer. From smart batteries and shoulder straps for our mobile devices to cutters and peelers for our desktop and industrial models, upgrade your solution to supercharge your productivity.

## Smart battery

Detects battery usage and provides the data to report the health of the battery. That means your RJ3 or RJ4 mobile printer can last longer, printing labels on a single battery charge that lasts the whole shift.

## Tablet holder

Create a compact and robust labelling solution by securely mounting your desired tablet to a Brother TD-4D desktop label printer. Simple to install, you can enjoy the flexibility of creating your labels or receipts directly at the device with this handy accessory.

## 4-bay ethernet cradle

Charge up to four RJ3230B or RJ3250WB at once to be ready for the next shift. The 4-bay ethernet cradle can also be used for remote management for updates to label templates and firmware upgrades without returning the devices back to base.

## Peeler with liner rewinder

Tired of the long liners when printing? For selected industrial printers, we offer a peeler option including liner rewinder. This way efficiency and a clean working area is ensured.
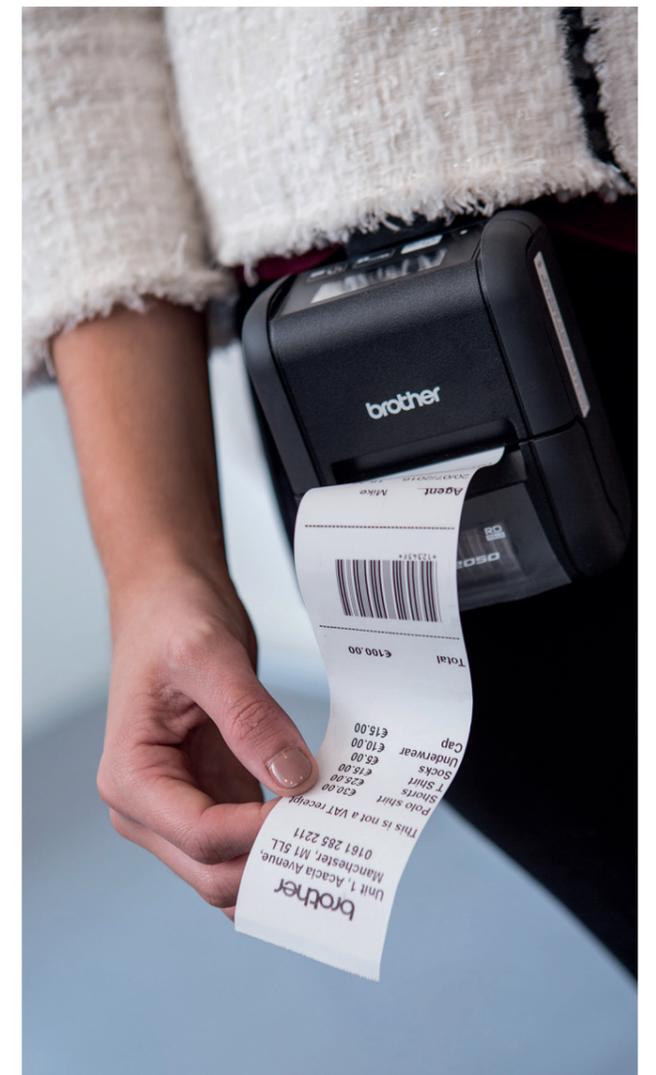




## Performance you can rely on

Our range of paper, ribbons and labels have technology that protects the printhead, reducing wear and tear and giving you greater performance. They are suitable for a range of Brother thermal printers and for use across various applications to meet your printing needs.

## Custom label requirements

Should you not be able to find the appropriate label size, material or colour in our portfolio, then do not hesitate to contact us. We are happy to listen to your needs and see if we can develop the label that meets your requirements.

**For more information on supplies, contact your Brother account manager.**

# brother

## at your side

**brother.co.uk/retail**

Contact: