brother
at your side

Keep things moving with Brother retail print technology

Print, scan and label solutions made for the retail environment

brother.co.uk/retail

Keep your business running smoothly with Brother

Retail businesses come in all shapes and sizes. So do the challenges they face.

With no two retailers the same, a one-size-fits-all approach to print technology simply won't cut it. By getting an in-depth understanding of your requirements and usage, Brother can provide a flexible and robust solution. Your print infrastructure will be tailored to your needs and able to adapt to the rapid change of the sector. So instead of being slowed down by print problems, you can focus on keeping your business moving.

Brother retail print, scan and label technology is ideal for:

Showrooms:
Keeping sales on track

Agencies:
Creating a seamless customer experience

Equipment merchants:
Delivering non-stop print performance

Contract services:
Taking care of paperwork so you can take care of customers

Everyday services:
Keeping your business running at full speed

Food retailers:
Keeping customers informed and stock moving

Why choose Brother?

Our heritage in printing stretches back over 50 years, with vast experience working with retailers large and small nationwide.

In fact, when you partner with Brother, you'll be joining some of the biggest names in the sector, including three of the top five food and grocery retailers. Our expertise is diverse, covering everything from fast food and car rental to hotels and sportswear.

What's slowing you down?

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

- printing on location with customers

- retiring legacy systems simply and effectively

- using space efficiently

- managing disparate fleets across the country

- operating within strict budgets

- predicting and preventing downtime and lost business.

How Brother can speed things up:

- all your needs are covered, from the physical to the digital, the in-situ to the mobile

- compact machines are perfectly suited to the retail environment where space is at a premium

- networked, multifunction devices allow branches and head offices to communicate seamlessly

- simple setup and operation ensure the adoption process is fast across the entire organisation

- our 'At your side' support means there is always somebody on hand to help

- all devices are robust and reliable, and built to withstand the testing nature of a busy retail environment.

Brother Solutions

With Brother technology, there's no stopping you

Offering reliable performance, robust security, time-saving workflow features and effective remote working options, Brother retail print technology makes light work of your paperwork – ensuring you can give customers a superior experience.
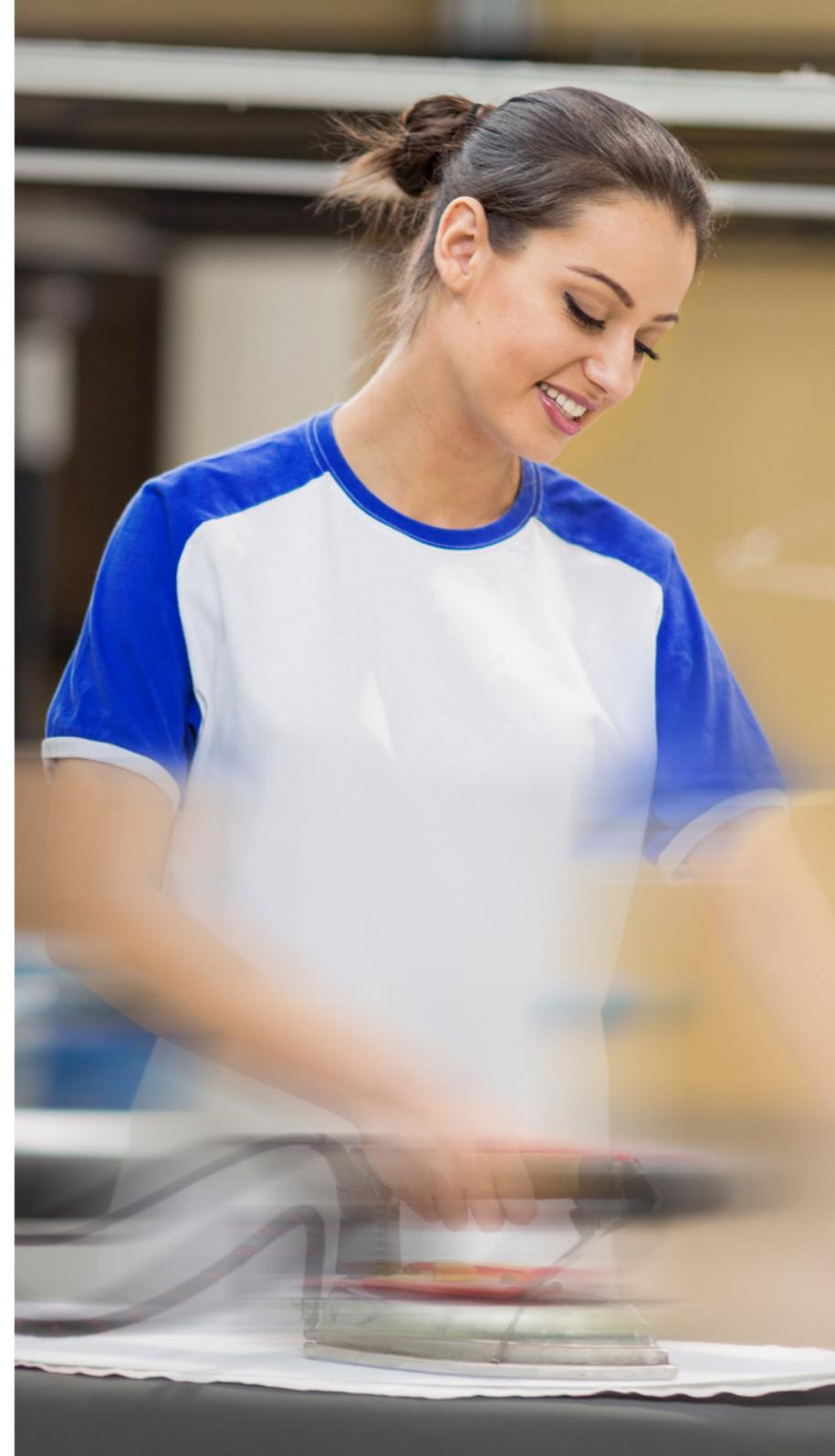
Security

With customer and staff data comprising both physical and digital formats, a hybrid approach to security is required. Brother's security solutions protect information on the network as well as any paperwork that's printed or scanned, keeping your business running securely.

Our printers provide SSL encryption, keeping your data safe from hackers, while automatic intrusion detection constantly monitors for any unusual network activity and automatically reboots for protection. We also offer a number of features to safeguard printed documents. Secure Print enables you to add PIN protection when retrieving printouts, and you can add watermarks to your documents to deter copying.

This feature can be upgraded to Secure Print +, replacing PINs with handy 'tap to print' near field communication (NFC) cards. Brother devices are also compatible with third-party print management solutions such as Kofax Control Suite, PaperCut and SafeQ 6, so you can control access using software you're familiar with.

Remote working

Remote working has been on the up for retailers, and has always been popular for those with roving sales teams and others who need to visit customers. The added complications and restrictions of the coronavirus pandemic mean more people than ever need to be equipped for effective remote and mobile working.

Wide-ranging connectivity options on our print, scan and label technology make it simple to work from smartphones and tablets. With no need to be stuck at a desk, your staff have more face-to-face time with customers and each other. The ability to scan direct to cloud services also enables effective collaboration between staff in different locations.

We know you have your own systems and ways of working. We make this simple with a range of solutions that integrate seamlessly into your existing software setups. For instance, you can benefit from all the advantages of ThinPrint – such as better use of data bandwidth – on Brother printers, thanks to our handy plugin. You can also use Brother devices alongside virtual desktop solutions such as Citrix, making remote printing effortless.

Regulatory compliance

Contracts. Loyalty cards. Mailing lists. Just some of the wealth of data retailers can tap into. But with it comes a large amount of responsibility, as customers expect that their data will be handled properly. The large fines and reputational damage that come with falling foul of legislation like GDPR provide even more incentive for retailers to treat data with care. At Brother, we understand the twin pressures of customer expectations and legislation. From SSL encryption at the network level to PIN-protected printing, our technology has in-built measures to help you safeguard both digital and physical data.

Workflow and productivity

Getting the right information to the right people at the right time. An important task that shouldn't be slowed down by unreliable technology. Whether sending a new hire's onboarding documents to head office or digitising sales paperwork, fast, secure scanning is a necessity. Offering both standalone scanners and multifunction devices, Brother's range of retail workflow solutions provides the functionality that will keep your business moving forwards.

A comprehensive selection of scan-to options gives you the flexibility to share information in whichever way suits you best. Scan to email is an easy and quick way to send documents wherever you need them to go. If you're dealing with sensitive information, you can scan directly to a secure FTP location or a password-protected PDF. For added convenience, you can scan direct to your preferred cloud services like OneDrive and Dropbox.

You can also benefit from an efficiency boost with integrated software solutions. For example, our Barcode Utility software automatically routes scanned documents into predefined locations to save time. And with Brother Solutions interface, you can customise your devices' touchscreens to create useful shortcuts – for example an expenses button that automatically files documents in the right server folder.

We work with a range of third-party partners to deliver integration with existing solutions like Kofax Control Suite, PaperCut and SafeQ 6, enabling you to transition to Brother technology without work grinding to a halt.

Brother products

Print and scan

Whether you want to spend more time with customers, display your professionalism, or simply find more efficient ways to share information, Brother has a technology solution for you.

Our extensive work with retailers has allowed us to offer a versatile, reliable range of products, helping you:

- give customers fast and fuss-free service with reliable printers that make light work of paperwork

- make an impact with high-quality sales collateral from our professional workgroup devices

- speed up information sharing by scanning direct to email, network folders and cloud services

- protect private information and documents with a range of security features including pull printing and data encryption

- give staff more time to focus on customers with automatic toner ordering on our managed print service

- manage your entire print fleet with ease on one cost-effective service agreement – even across multiple sites.

L2000 compact mono laser range

- Fast print speeds get jobs done quickly
- Wired and wireless network compatible models keep you connected
- Automatic 2-sided printing means you can reduce waste
- 250 sheet tray means less downtime

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

L5000 professional mono laser range

- 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 can be tailored to individual stores

With a low cost of ownership, these high-volume mono laser printers are great for retail 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 too.

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

L6000 workgroup mono laser range

- Low cost of ownership with up to 20,000 page toners and 12,000 page in-box toner
- Seamless workflow with 50ppm printing and 2-sided scanning*
- Easy third-party solution integration with Brother Solution Interface (BSI)
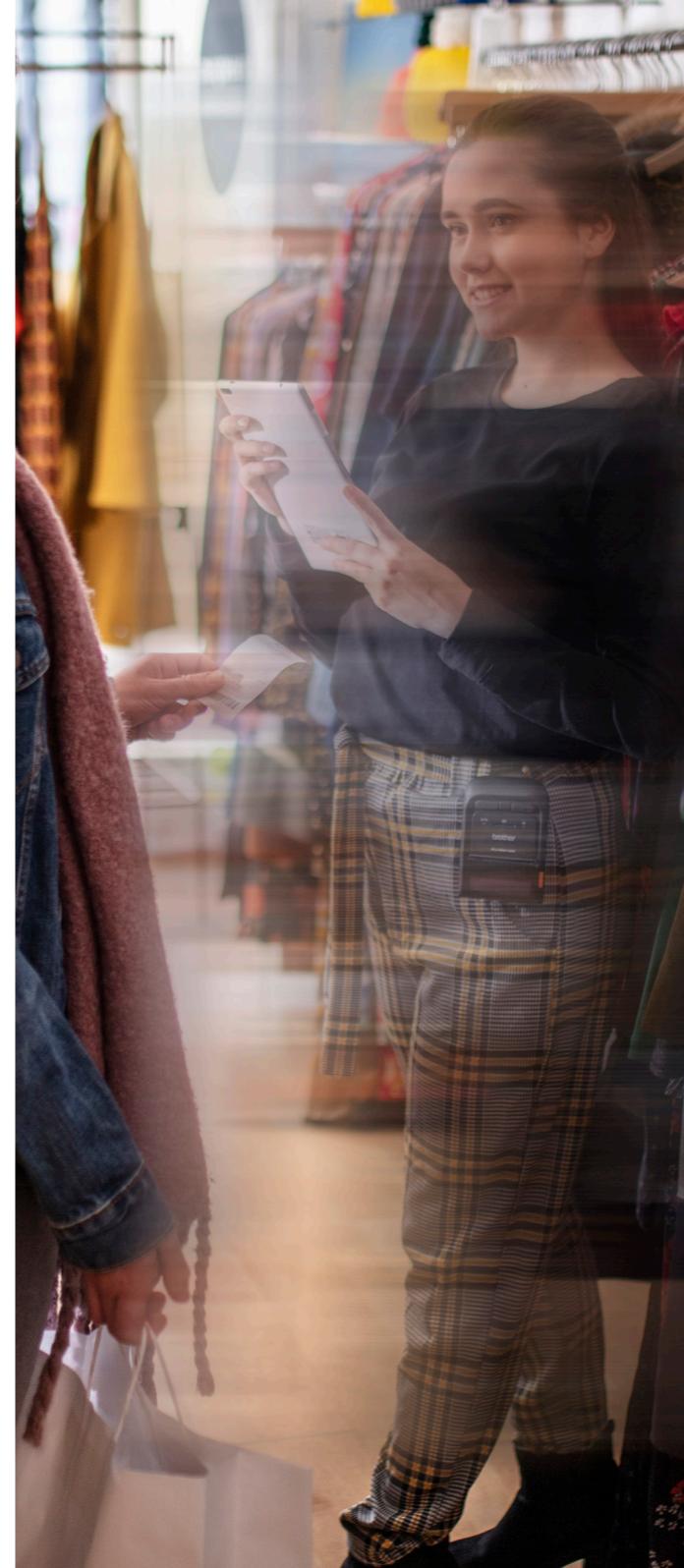- Business-level security including NFC authentication and SSL encryption

Ideal for head offices, BSI 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. Plus with a 2,650 sheet capacity, there's less time spent refilling.

L8000 professional colour laser range

- Faster print speeds help you fly through jobs
- Super high yield toner options help reduce costs
- Automatic 2-sided and booklet printing reduces wastage*
- Wired, wireless and NFC offer flawless connectivity options

These powerful colour laser printers are perfect for back offices or under retail counters. Both front loading and top printing mean you rarely need to access the back of the machine. Not only does this mean they can be installed and left, there's less need for staff to interact with them beyond picking up prints – minimising the risk of tampering with the devices.

Case study:

Slashing costs at an iconic fashion retailer

When an iconic fashion retailer's managed print contract for its 167 stores was ending, Brother carried out a company-wide print audit to ensure it would continue to get the best possible print service.

The technology

By analysing store printing habits, Brother was able to create new efficiencies for the business. Adding high-capacity colour lasers to the existing mono lasers helped to reduce downtime and increase productivity. All 167 printers were installed within four weeks to minimise the impact on the business.

The results

The new service was transformative, cutting print costs by 45%, as well as requiring 75% fewer toner replacements and 50% fewer service calls.

What the client says

"Brother printers are essential to keeping our stores running smoothly and have always been favoured by our staff."

IT Systems Manager

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

MFC-L6900DW workgroup mono laser all in one

- 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
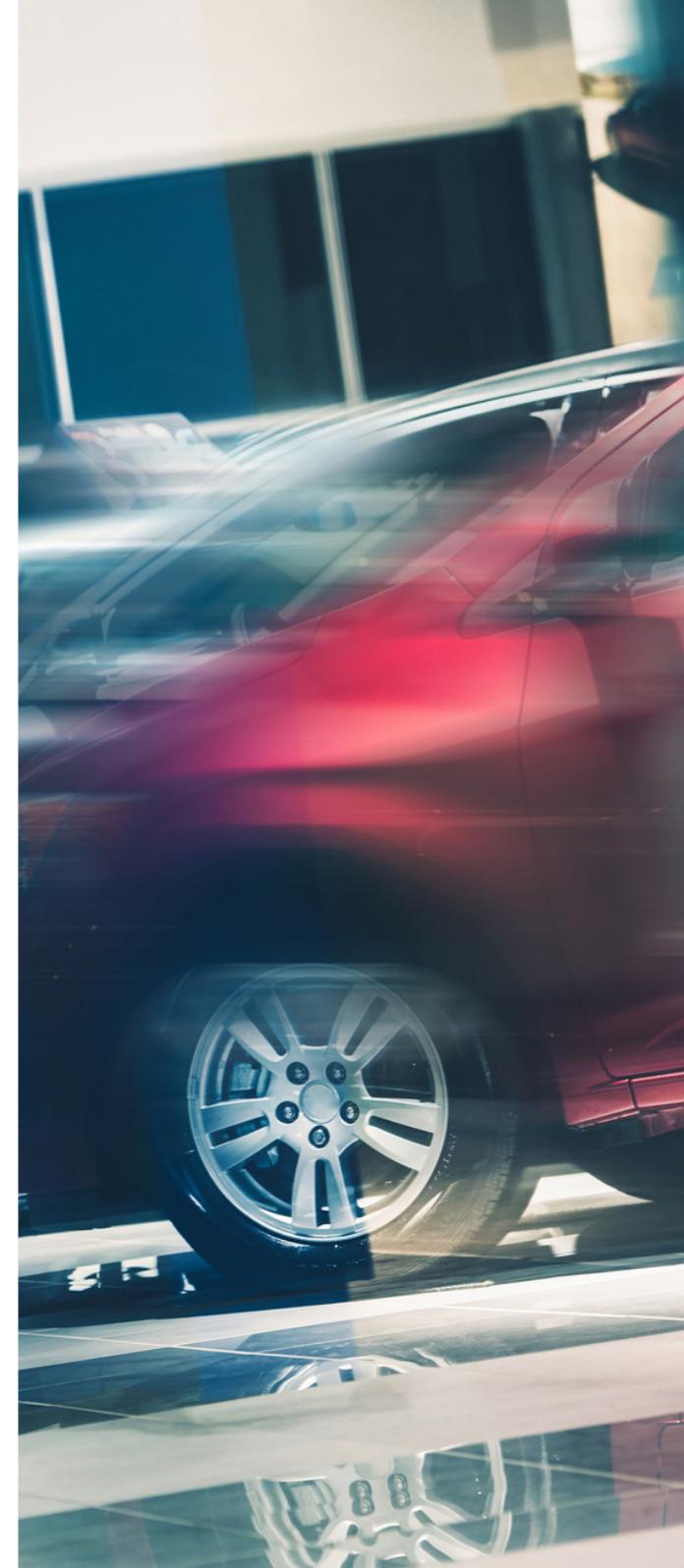- Super-fast scanning and printing help you maximise performance

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 2-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 offices alike.

MFC-L2750DW professional mono laser all in one

- 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.

Case study:

Keeping one of the world's largest car rental agencies moving

With operations in over 140 countries, Europcar gets though a hefty amount of admin. From printing contracts to scanning driving licences, it has to run smoothly so customers aren't left waiting.

The technology
After trying many different brands, Europcar settled on Brother printers for its Denmark offices. With fast speeds, high reliability and long-lasting toners, they're trusted to keep the business moving. Staff also find Brother printers easy to use.

The results
Europcar now has over 100 Brother laser printers running all day, every day. The reliability, usability and convenience allow it to concentrate on giving the best possible customer service.

What the client says
"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."

Anders Thaarup,
IT Coordinator, Europcar

ADS-1700W compact document scanner

- 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 retailers. It's fast, easy to use, and comes with fantastic benefits such as scan to cloud and mobile. And with a 25 page automatic document feeder, it doesn't need to be reloaded constantly – so you can get on with other things.

Case study:

A professional print solution for DER travel agents

For DER, ensuring 500 individual travel agencies and their 2,000 employees can print efficiently at all times has been a challenge. It turned to Brother for new print technology to help keep things moving.

The technology

Brother's Managed Print Service (MPS), using powerful laser devices, streamlined print performance as well as adding smart analytics that helped them understand staff print behaviour better. Plus, they also get automatic toner ordering and great support from Brother teams.

The results

The business, IT team, users and customers have all benefited from DER's smoother printing processes. The rethink has removed unnecessary hassle around print management and improved the service local staff can give to their customers.

What the client says

"This new approach to printing…has shaped all print activity across the organisation into something altogether more cost-effective and transparent."

Sascha Karbginski,
Head of IT, DER

Labelling

With over 35 years' experience, Brother is one of the leading brands in labelling.

This expertise is crucial in providing effective solutions for the huge range of labelling tasks retailers carry out on a daily basis. Professional, robust and reliable, our label printers offer exceptional performance for everything from shelf labelling to allergen listing. Our technology helps you:

- keep your stock room and warehouse organised with durable label printers and hardwearing labels

- make asset management easy by storing label templates and importing data onto labelling devices

- keep your shop floor moving with high-speed small format printing for labels, tickets and receipts

- quickly print high-quality, accurate labels to replace handwritten 'day dot' labels whilst in your kitchen or food preparation area

- provide clearer ingredient and allergen information on food prepacked for direct sale (PPDS)

- make markdowns and other information stand out with both red and black ink on our QL devices.

RJ-2035B 2-inch mobile printer

- Thermal printing means there's no need to worry about ink or toner

- Lightweight and rugged, ideal for in-store printing

- Comes with a range of accessory options to suit everyone on the shop floor

- Easy to integrate into existing systems

- Free three year warranty (including printheads*)

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

PT-P750W desktop label printer

- Range of different types of tapes including clear, fluorescent, matt laminated, metallic laminated, flexible ID and strong adhesive for rough surfaces
- 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 Brother's free iPrint&Label app letting you print from your smartphone or tablet.
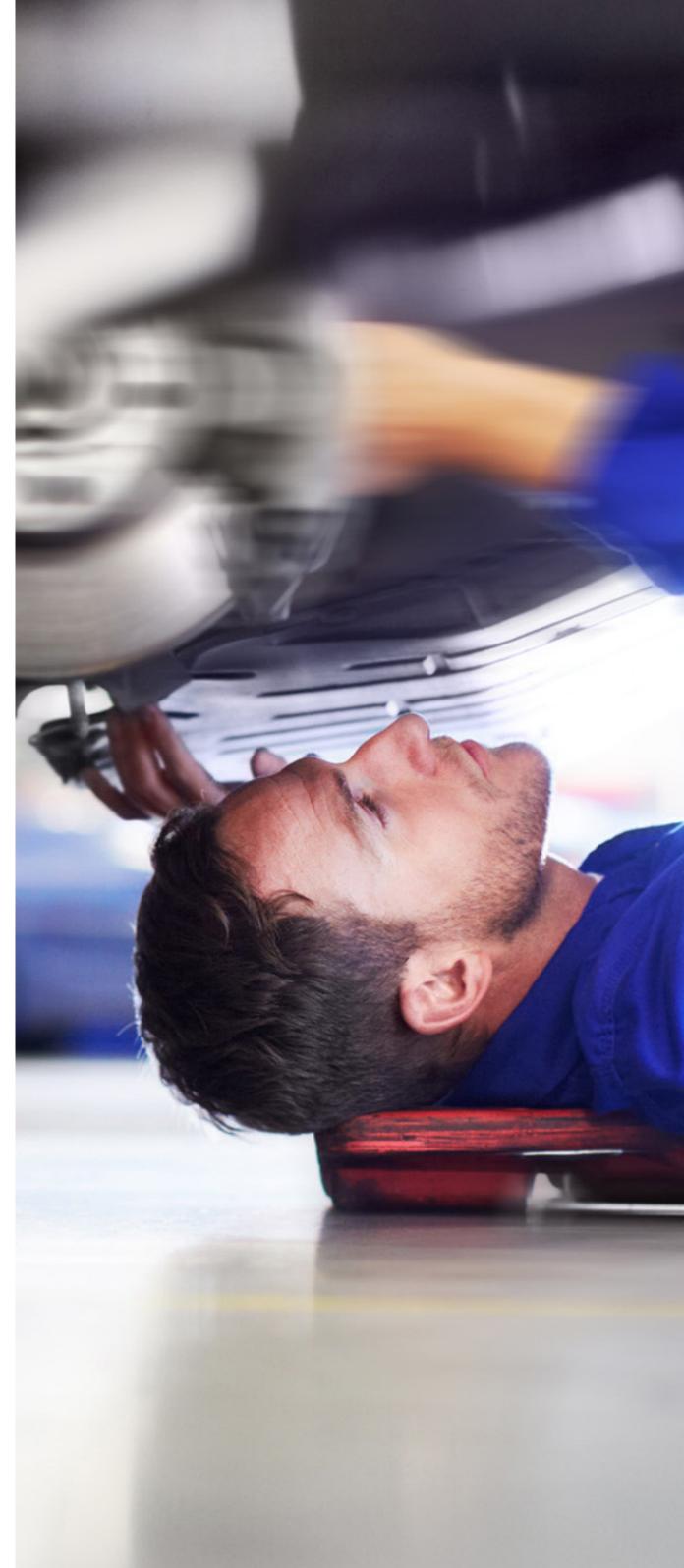
TD-2130N professional, 2-inch label printer

- Compact machine perfect for tight spaces
- Network LAN as standard makes it easy to share between teams
- Optional battery base* allows you to print from anywhere on the shop floor
- Touch display unit* allows you 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-store. It prints quickly and with superb clarity at widths of up to 62mm, helping to enhance the customer experience throughout the store or at the checkout.

*A-BT-4000LI and PA-BB-001 are both required for portability

*T&Cs apply

Case study:

Solving labelling problems for a major tyre retailer

O.K. Auto service centre fits over 1,500 tyres a year. But handwritten labels on tyres made it more difficult to process information and locate the right products.

The technology

Integrating simply with the customer database, Brother's label printers deliver legible, accurate labels for tyres, with a durable adhesive that stays put in tough conditions.

The results

For O.K. Auto, work now proceeds faster, with fewer errors, as tyres are easier to locate. It's also much less effort for staff thanks to a direct link to their Excel database. Cost efficiency is boosted too, with no need for external software or licence-based monthly fees.

What the client says

"Brother's label printer is a highly economical choice, as we avoid monthly fees and continuous costs."

Jussi Tuominen,
Service Manager, O.K. Auto

TD-4550DNWB professional label printer

- Seamless integration with ZPL2 emulation
- High-contrast printing for faultless scanning
- Premium quality ensuring complete compliance with labels that are always clear and simple to read
- Optional tablet holder for label creation directly at the printer
- 3-year warranty as standard

The high print resolution and high quality labels used in this range ensure that every output looks professional, offering sharp text, logos and barcodes. In addition to the most common sizes of shipping labels available and the ability to create custom size labels, you can also create and save your own unique designs with our P-touch editor.

Case study:

A fresh approach to food labelling for Subway

We worked with two Subway stores in Basingstoke that were suffering with unreliable label printers when day-dotting ingredients. Both often resorted to handwritten labels – putting them at risk of failing to meet internal and Food Standards Agency food labelling requirements.

The technology
Each store chose a robust Brother TD-2120N label printer, enabling staff to quickly and easily print the labels they needed.

The results
With no breakdowns and more efficient operation, there was more time to focus on customer service. One of the stores was also able to seamlessly integrate their label printer with a Navitas app-based stock management system on a tablet, allowing them to select and print labels in a few taps.

What the client says
"As a store manager, I absolutely love our new Brother solution. I can access and update records wherever I am, which has saved me a huge amount of time and stress while also meaning our database is always completely up to date. And, because it's so much easier to create the labels now, our restaurant staff love it too."

Suzanne Baynes,
Operations Manager at Subway franchise

QL-820NWBc high speed label printer

- Enjoy flexibility and convenience with wired, wireless and Bluetooth connectivity
- Clearly mark-up best before dates and sale items with both black and red printing
- Print with exceptional clarity thanks to 300dpi resolution
- Save time with print speeds of up to 110 labels a minute

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 labels available, it makes light work of price tags, barcodes and visitor badges. With the addition of red print, you can now create clear mark-down price or sale labels. Thanks to flexible connectivity options, it's simple and quick to use too.

PT-D610BT desktop labelling machine

- High-speed print, colour display and automatic cutter make durable labelling easier than ever
- A comprehensive range of colours and tape widths to complement brand identities or colour code in the workplace
- 99-label memory lets you store your own designs
- QWERTY keyboard makes label creation simple and quick

If you're looking for a reliable label machine for everyday use, the PT-D610BT is ideal for you. With room to save up to 99 of your own templates and super-quick printing, you can save time on your labelling tasks and focus on more important things. The full-colour screen is simple to use, while a compact and sleek design lets it fit anywhere in store and at head office.

Case study:

An eye-catching labelling solution

The Martinez-Lorca Optical Centre uses labelling on glasses for prices and product information. But using sheets of label paper resulted in poor results, producing half-printed labels and wasting paper.

The technology
The Martinez-Lorca centre chose a Brother label printer with network and WiFi connectivity. It produces clear, accurate labels in the exact quantity needed, connecting to the customer database to speed the process up.

The results
Label printing is now much faster and more reliable and efficient, helping staff to keep things moving. Plus, information is much clearer for customers, helping to improve their overall experience.

What the client says
"Thanks to Brother, printing is three times faster and without errors."

Juan Jose Rodriguez Urena,
Owner, Martinez-Lorca Optical Centre

Brother Genuine Supplies

With their low upfront price, non-genuine supplies might seem like a great way to save money on printing, especially if you have multiple stores with multiple printer types. But in reality, they are the ultimate false economy, creating long-term costs thanks to their unreliability and poor performance.
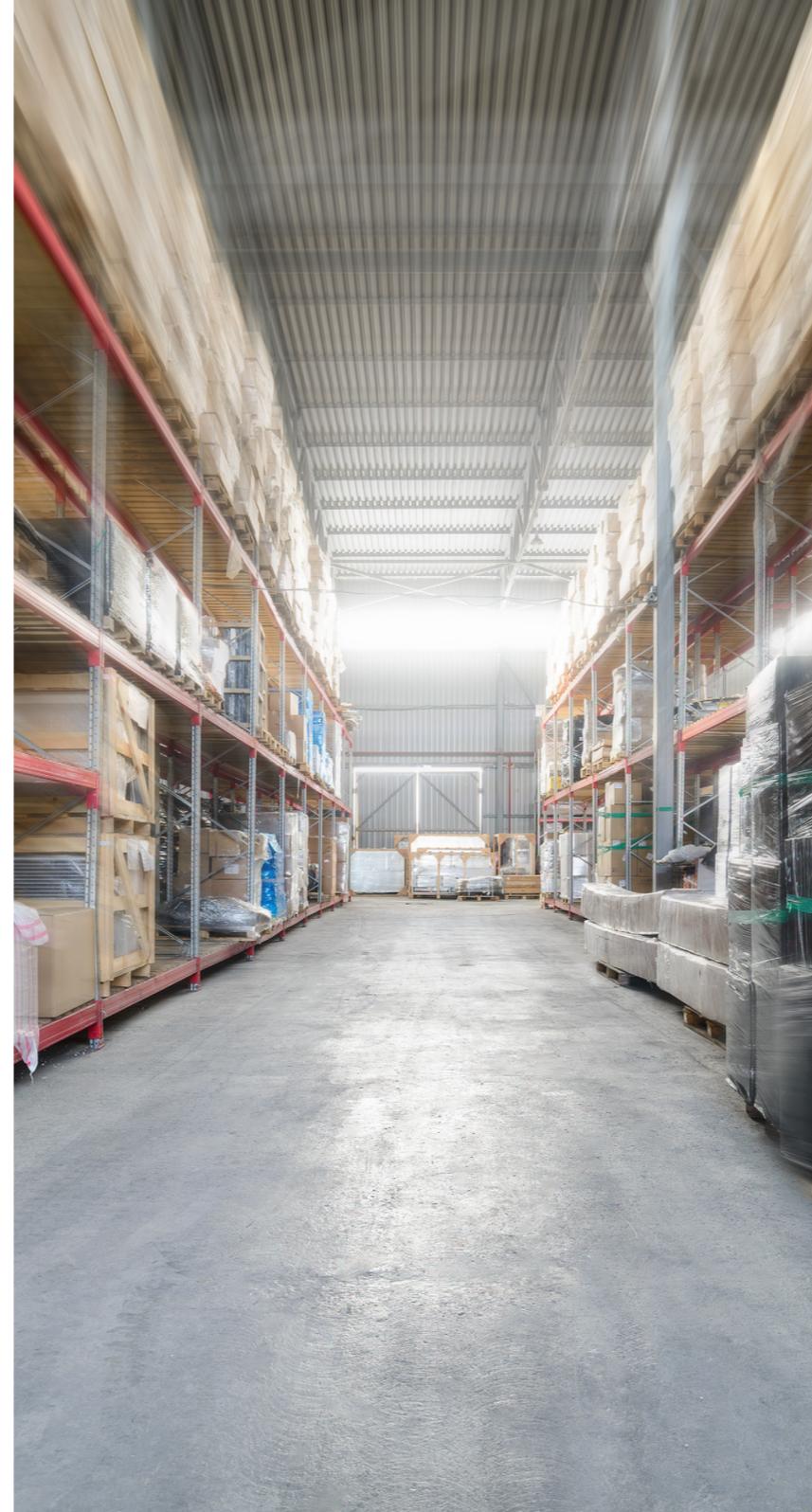
This has been proven in independent testing, where Brother Genuine Supplies earned a flawless 100% reliability rating, without a single failed toner*. However, 100% of non-genuine brands tested had at least one failure*. Problems included everything from toner leaks to cartridges not even being recognised by the printer.

Cheaper supplies could also be a security risk. Many offer poor toner adhesion, meaning documents could be altered after they've been printed. It could even cause information from previous documents like contracts to be transferred onto new printouts. This sort of toner transfer can have serious security implications, especially around GDPR, as well as looking unprofessional to customers.

Choosing Brother Genuine Supplies instead guarantees that your printer will continue to perform at its best. You avoid the problems associated with non-genuine alternatives while enjoying exceptional print quality, page after page.

*Buyers Lab Research, 2018

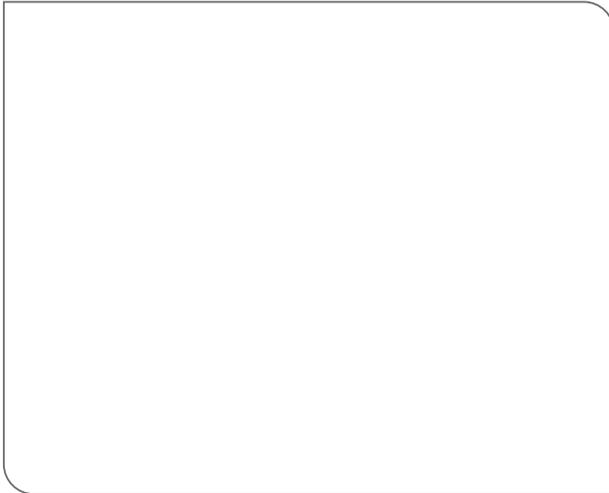# Speak to our retail experts today to see how we can keep your business moving

The highly varied nature of retail means your technology will always need to satisfy a wide range of criteria. Brother's specialist capabilities in printing, scanning and labelling mean that no matter the task, we have a solution that can add efficiency, professionalism and speed, enabling you to focus your attention on improving the experience for customers.

Our sales team works side by side with businesses in the retail sector every day. We're 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 ensure your business never loses momentum.

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