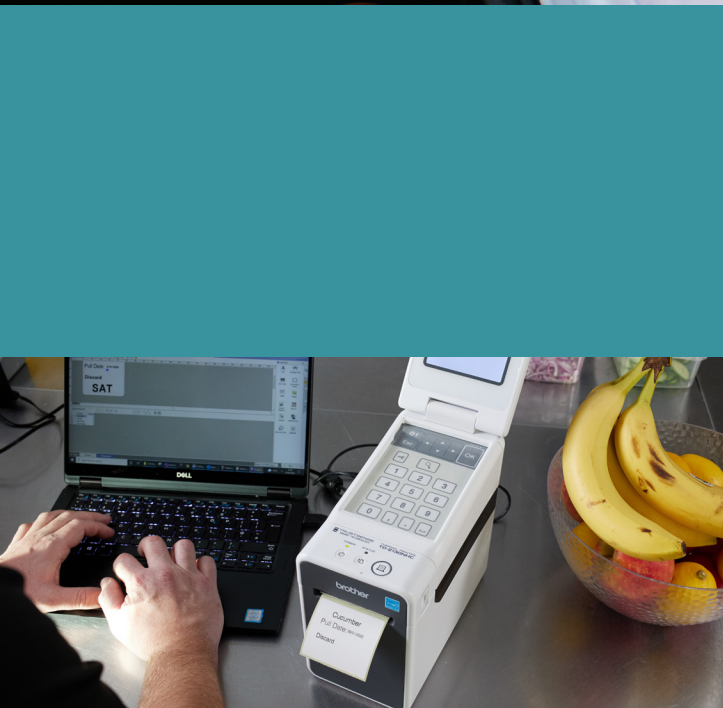
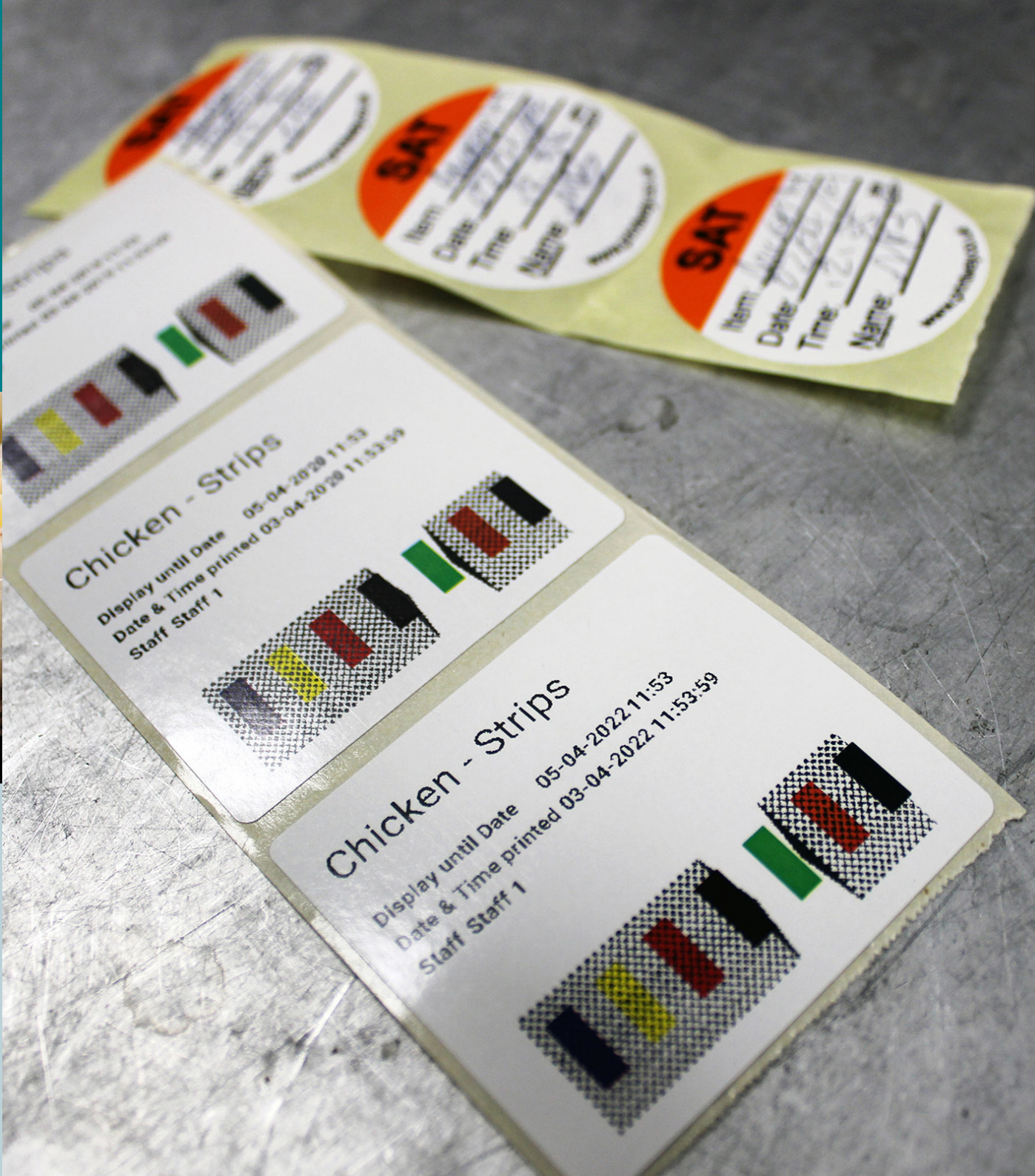


All the ingredients you need for effective food labelling

Improve accuracy and efficiency with Brother's range of food labelling solutions.

brother.co.uk/food-labelling





Putting clarity on the menu

With two million allergy sufferers in the UK and Natasha’s Law coming into force in October 2021, food safety is presenting new challenges for businesses. Especially as the Coronavirus pandemic has meant finding new ways to keep customers happy and the tills ringing. What hasn’t changed is the need for your 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.

Page 4-7 Stock rotation labelling

Stock rotation is slicker and more accurate with our easy-to-use food label printers replacing hand-written ‘day-dot’ labels.

Page 8-11 Grab and go food labelling (PPDS)

You can also give customers added peace of mind and protect your reputation with our smart labelling solutions for food that’s pre-packaged for direct sales (PPDS).

Page 12-13 Menu management labelling

Add the perfect accompaniment to your menu management system by easily integrating a Brother label printer.

Page 15-17 Case studies

See real world examples of how Brother’s technology has impacted customers in the food and hospitality industry.

Brother has an extensive offering that will improve your food labelling processes and give customers confidence in the choices they make.

Upgrade your kitchen with Brother's stock rotation labelling solutions

We understand that running a kitchen is all about balance. Not just of the right flavours, but balancing the pace of food preparation with the need for a rigorous approach to compliance. Replacing your handwritten day-dot labels with Brother's stock rotation labelling solution can help with this, improving efficiency and speed while delivering accuracy and accountability. With the ability to upload your kitchen's food safety information directly onto the device, it's faster and easier to meet regulations and maintain high standards. Labels are much more legible than handwritten alternatives, avoiding mistakes and aiding traceability, helping to take food wastage off the menu.



You can reduce wastage further by using the same label roll for every day of the week and making use of every label on the roll. Our label printers use special thermal printing technology that doesn't require supplies like ink or ribbons – making them an affordable and time-saving option. Robust and easy to clean, they're built for the realities of a busy kitchen.



Flexibility

Because every kitchen has its own way of working, our stock rotation solution offers you complete flexibility. You can use our food label printers on their own or integrated with your own tablet and digital services. It's also a scalable solution. You can add a battery pack for portability, a Bluetooth adapter for effortless connectivity to your mobile devices, and also have the option of a touchscreen display unit for easier standalone operation.



Brother stand-alone solution

A simple, stand-alone solution for clear and efficient stock rotation labelling. Simply download your product database onto the Brother TD-2120 label printer and you're ready to go. Use the printer's on-board keypad and display to select and print fully compliant labels, without the need for an additional connected device.



Brother and PREPsafe solution

Using a Bluetooth connected tablet or mobile device, simply select your products through the PREPsafe apps (Preppyapp) icon-driven interface to print simple, easy to peel stock rotation labels from a Brother TD-2120 label printer. For ease of downloading new or amended product information across all devices, a WiFi connection to the tablet allows for instant updates to be downloaded from the PREPsafe portal. This solution comprises purchase of Brother hardware upfront and a pay per label arrangement with PREPsafe.



Brother and Navitas solution

An intuitive app-based stock rotation labelling solution which communicates directly with the Navitas online portal. Using a tablet or mobile device, connected via Bluetooth to a Brother TD-2120 label printer (both purchased separately), select from the simple menu-driven app to print compliant, colour stock rotation labels with ease. To get up and running a low-cost software subscription is required – which can be upgraded at any time to the Navitas complete Digital Food Safety Solution – as well as the purchase of your preferred label media. This solution is currently only available on Android.

Benefits at a glance:

- Ensure rigorous compliance doesn't slow your kitchen down
- Improve efficiency by replacing handwritten day-dot labels with printed labels
- Eliminate errors and boost traceability with crystal-clear legibility
- Speed up stock rotation labelling by uploading ingredient information onto the label printer
- Reduce supplies wastage by using the same roll for every day of the week
- Cut food wastage thanks to clearer, more accurate use-by dates and times on printed labels
- Work flexibly by integrating with your preferred tablet and digital services
- Produce labels anywhere in the kitchen with the option of a rechargeable battery adding portability.

brother.co.uk/stock-rotation



Delivering transparency for PPDS foods

With many food businesses having to shift focus to takeaway services and meal kits, customers now have more choice than ever for food that's pre-packed for direct sale (PPDS). However, all businesses serving these foods now have to comply with the 'Natasha's Law' legislation by clearly labelling all PPDS foods with full allergen information in bold or a different colour within the ingredients list.

At Brother, we're committed to helping everyone from nationwide restaurants to small cafés thrive while following food safety best practice. Whether you're selling grab and go salads or cook at home meal kits, our professional label printers will ensure you're ready in advance for legislation changes like Natasha's Law – as well as being able to pre-empt customers' questions about what's in their food.



Technology you can rely on

The last thing you need in a busy kitchen is technology letting you down, so Brother label printers are built to be robust and reliable. They also require minimal staff intervention, operating without inks or toners and allowing you to print multiple label designs from one continuous roll. The compact design is made to fit anywhere, and an optional battery pack allows you to take our label printers mobile and work wherever suits you.

Brother's labelling solutions for PPDS foods make it easy and efficient for you to maintain the highest food labelling standards, protecting your customers and your business. Our food label printers allow you to create highly legible, long-lasting, high-resolution labels to provide your customers with all the information they need, from ingredients lists and allergens to prices, barcodes and use-by dates.



Benefits at a glance:

- Protect customers' health and your reputation by delivering absolute clarity on your PPDS food labels
- Create highly legible, high-resolution labels with all required information, including prices, ingredient and nutritional information, allergens, use-by dates and barcodes
- Print multiple label types and designs from one continuous roll
- Scale up your labelling solution with the addition of a touchscreen display, battery pack and connectivity options.

brother.co.uk/ppds

Complete your menu management system with Brother food label printers

From listing ingredients to recording entire recipes, menu management can be a craft in itself. And an easy-to-read label is vital to keeping staff and customers alike informed. We make this simple and effective for you with our range of food label printers. Our close partnerships with menu management platforms make integration hassle-free – especially with our seamless Bluetooth and WiFi connectivity. Your security is important to us, so we allow for central and secure management of your food and product data. Whether showing portion price or calorific content, you can create clear, accurate labels in no time. So customers and staff have all the information they need to make safe, confident choices.

Benefits at a glance:

- Add the finishing touch to your menu management with a Brother food label printer
- Keep staff and customers informed with easy-to-read, accurate labels
- Keep food and product information safe with centralised data management
- Enjoy seamless integration with your preferred menu management systems.

brother.co.uk/menu-management



Image courtesy of Nutritics

There's a TD for that

Brother has recently expanded its TD thermal printer range with an improved range of 4" models to provide a more comprehensive suite of solutions for all your food labelling requirements. We now offer direct thermal technology for high-volume, low-cost labelling and newly developed thermal transfer printers for exceptional durability.

So whatever the job, there's an effective, reliable TD suitable for the task.



TD-2 Series

Unlike standard direct thermal printers, the TD series offers the performance, features and media capacity of a desktop printer, but with the option to go completely portable; thanks to a range of accessories designed for you to build a solution that meets your specific needs.



TD-4D Series

This direct thermal printer range has fast print speeds and processing to improve efficiency, along with full ZPL II emulation, Bartender and SAP compatibility.

Create labels directly at the point of sale by securely mounting your desired tablet to the printer with the Brother tablet holder.



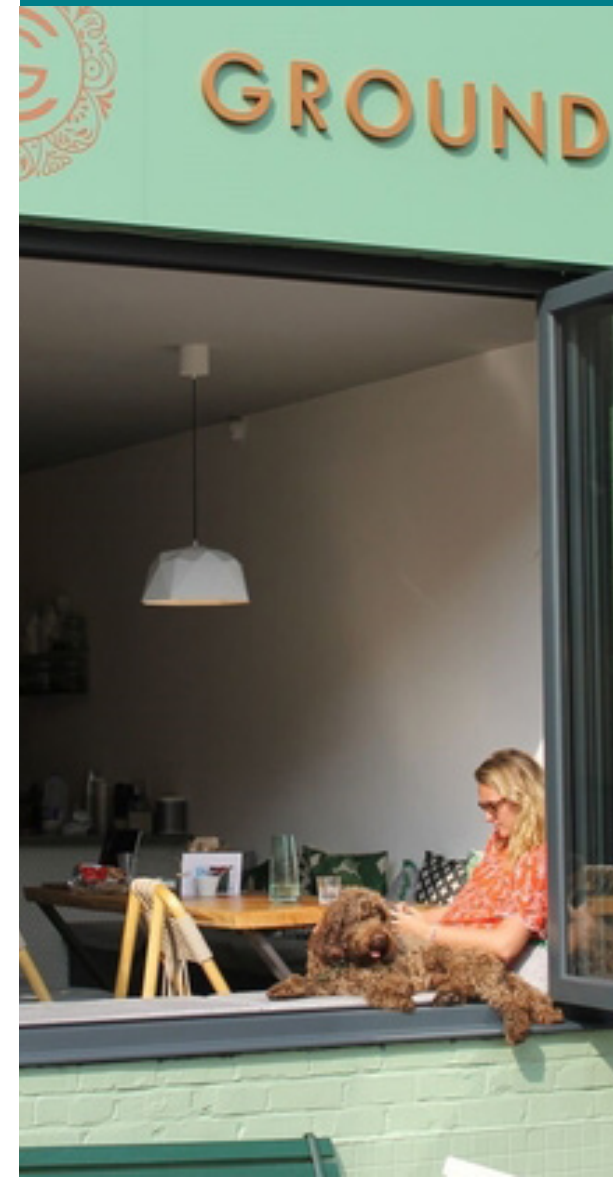
TD-4T Series

Our thermal transfer printers produce long-lasting and durable labels for challenging applications. Very easy to operate and setup with full ZPL II emulation, BarTender and SAP compatibility.

Case studies

Common Ground

is an independent coffee shop in the flourishing market town of Altrincham, Greater Manchester, which offers food to eat in and take away, all of which is freshly prepared on the premises.



Challenge

Faced with the limitations of operating under lockdown restrictions, in 2021 they decided to expand their offer by providing take away food for the first time, including sandwiches, salads and granola pots, all served from a chiller cabinet in-store.

That meant their Prepacked for Direct Sale (PPDS) food had to be labelled with the name of the product and a full ingredients list, highlighting any potential allergens. A simple, efficient approach.

Solution

The solution came in a new Brother TD-4520DN professional network desktop label printer, working alongside Brother's free P-touch Editor software, which enables users to design and print custom labels, including logos, images and barcodes. The owner simply connects the printer to her laptop and prints off batches of labels for that day's products.

She says the system is straightforward, efficient and gives her business and customers peace of mind because all ingredients, including allergens, are clearly communicated.

Results

Professional and compliant labels, printed quickly. The technology is easy to use and enables customers to quickly get all of the information they need about the food, so they can just grab and go.

“It's a very simple to use and efficient system and our labels look very professional, incorporating our logo.”

Julie Besbrode, Owner, Common Ground



Subz for You

The company running two Subway® franchise stores in Basingstoke, decided it needed to upgrade its food labelling system, which was creating bottlenecks and impacting customer service.

Challenge

The ageing printers the stores used previously, combined with laborious and poorly-integrated stock-rotation software, was a significant drain on staff time and often meant employees resorted to hand written labels.

The restaurants need to label all products at three different stages in the process. Each store serves around 300 customers a day, so hundreds of labels need to be created daily.

Whenever an employee wanted to create a new label or batch of labels, they had to look up a code in a database, which then needed to be manually typed into the printer, along with the person’s initials and the number of labels required.

“ We’ve made the labelling process much easier for our people, which has reduced the likelihood of mistakes being made and made everything faster. ”

Suzanne Baynes, operations manager at Subway® franchise Subz for You

Solution

A powerful cloud-based app that makes the entire food-management system available at the tap of a touchscreen from anywhere, and a customisable interface which makes creating labels, at any stage in the process, quick and user-friendly for staff.

This software was integrated with Brother’s robust and highly portable TD-2120N label printer to ensure fast, high-quality labels every time.

Results

The speed with which this process can be carried out has removed the bottlenecks that would develop at the printer as a result of the laborious manual code-input system.

The result is less time spent waiting for and using the label printer, and more time preparing food and serving customers.



McDonald’s Spain

Based in Spain since 1981, McDonald’s Spain has more than 500 restaurants spread across Spain with around 24,000 employees.

Challenge

McDonald’s Spain were using desktop stand alone printers in their kitchens to print food labels when required but without adequate software to meet their requirements, meaning the day-to-day use wasn’t easy or intuitive.

This left employees with labels that only had some of the information they needed to control the food processes in their kitchens.

As part of a global digital transformation, they decided to develop their own software to digitise all operations in the kitchen and make their food labelling process more user-friendly and efficient.

Solution

McDonald’s Spain worked with their technology partner (INTOWIN) to develop a digital solution, called “MiTurno”, to improve operations in their restaurants and print food labels in an intuitive and user-friendly way.

The software helps McDonald’s employees to manage secondary shelf life times, plan the every day maintenance tasks and master SIO (shift into overdrive) tools, helping the shift managers to make more efficient decisions.

“ This new digital solution with Brother printers gives our shift managers clear visibility into restaurant operations, making us more efficient and productive. ”

Restaurant supervisor at McDonald’s Spain

As part of the software development, the Brother TD-2120N printer was integrated into the solution. This ensures employees can print labels as and when required, enabling them to complete processes easily and efficiently whilst using their new software platform.

Results

The resulting solution that combines the MiTurno software with Brother TD-2120N printers has increased productivity for McDonald’s Spain and helped eradicate mistakes when labelling.

Additionally, the software registers and tracks everything in the cloud ensuring information on the new digital processes is available at any time.

The software has the added benefit of digital “timers” which ensures the printers don’t print when a label has a short life saving money on label production.

Since the implementation of the new solution, McDonald’s Spain has recorded two hours saved daily in administrative tasks, a reduction in device and printing costs, improved waste management and improved customer service quality.

Brother: Always ‘At your side’

Brother has been making superior-quality label printers for 30 years. In that time, we’ve become a market-leading brand. We pride ourselves on providing the support that ensures you always have the best possible experience with our products and our people. Whether it’s by forming new partnerships to drive innovation in food safety or ensuring we deliver features that really matter to you, we are committed to helping food businesses be the best they can be.

Improve your food labelling now



Find out more about Brother's professional food labelling print solutions:
brother.co.uk/food-labelling



Contact our team of food labelling experts:
enquiries@brother-uk.com

brother
at your side

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