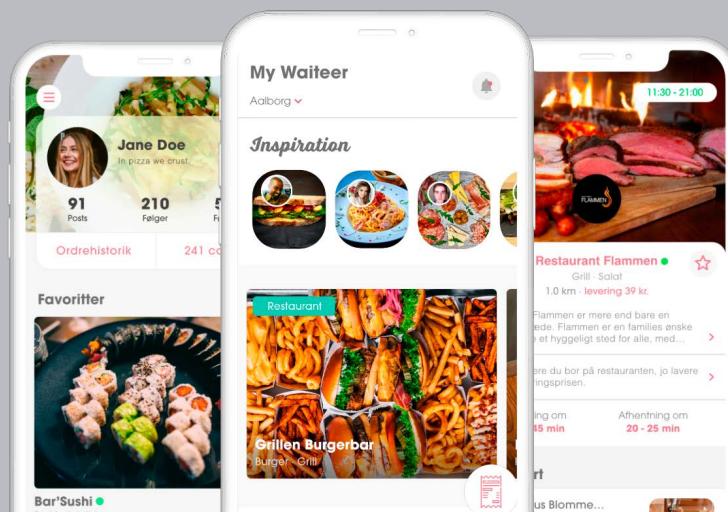


Case Study: Retail Solution

brother
at your side



waiteer

Customer: Waiteer ApS
Country: Denmark
Model number: QL-820NWB

The Customer

Waiteer, situated in the Danish city of Aalborg, has been in operation for two years. Waiteer offers a full service that could handle their customer's rising demand for convenience food and restaurants, with a flexible partner in one hybrid platform, which is their Waiteer app, in Denmark. Their customers could use their app to order and pay for takeaway meals, that could be delivered straight to their doorsteps.

Waiteer has co-operated with more than 200 restaurants in 10 cities throughout Denmark, with 8 - 10 new restaurants joining every month. Their company has approximately 300 employees and over 145,000 users, with their drivers, delivering within a radius of up to 6km from their restaurants.

The Challenge

Restaurants are usually very busy, especially with takeaway orders. It is important to have a reliable and flexible printing solution, with orders that could be printed out quickly, easily and effectively, with the correct food delivered to their customers.

When a customer places an order in Waiteer app, their

Brother's Wireless Label printer solution has helped restaurants and cafes to deliver Waiteer takeaway orders quickly and effectively.

restaurant will receive the order digitally and use a tablet to accept and print out their order on a receipt. The chefs could refer to their receipt to prepare food. Their order slip would accompany the order to their customer, as proof of what they have ordered and delivered.

The Solution

It was important for Waiteer to have a flexible and reliable label printer that could operate wirelessly. They have selected Brother's QL-820NWB label printer as it could meet their requirements, in terms of performance and price.

The ability to use either Wi-Fi® or Bluetooth® wireless connection and with an optional rechargeable Li-ion battery base has made QL-820NWB, extremely portable and flexible. It could be connected, wherever required. It also comes with good and efficient warranty support, which has





“Brother’s QL-820NWB label printer is a practical solution because of their Bluetooth® wireless connection, which allows easy moving around, whenever required. It offers reliable operation that is easy to work with and could print quickly. It is a perfect solution for us.”, said Søren Ib Sander, CEO of Waiteer.

provided them with the assurance. A high print speed and reliable operation, combined with a wireless connection option have made QL-820NWB, the ideal choice to use in restaurants, cafes and Pizzerias. As their operation are fast-paced, they would require reliability and mobility to ensure orders could be fulfilled smoothly.

When they received their orders, it is important that their entire work process is effective and problem-free, from the moment their order is printed to the point, where their food was delivered to their customers.



QL-820NWB Professional Label Printer

- USB, Ethernet, Wi-Fi®, Bluetooth® wireless connection
- Support up to 62mm in label width printed from PC or smart devices
- Large and user-friendly backlit LCD display
- Built-in automatic cutter
- Optional Rechargeable Li-Ion battery available for purchase

