

Case Study: Retail Solution

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Customer:

Sunset Boulevard

Country:

Denmark, Greenland, Faroe Islands

Model number:

TD-2130N

Brother's TD-2130N Professional labelling solution with central device updates has made it possible for Sunset Boulevard to ensure accurate and streamlined labelling for their ingredients at their restaurants across Denmark, Greenland and the Faroe Islands.

The Customer

Sunset Boulevard is a Danish-owned chain, with more than 40 restaurants, offering a range of fast food in Denmark, Greenland and Faroe Islands.

The Challenge

Sunset Boulevard needs to label their ingredients for their broad selection of sandwiches and burgers, up to 50 times a day in all their restaurants.

Their process was very manual, which involved writing their ingredients on their labels or price tag. It was a very time-consuming process that was prone to errors.

Information on their label needs to be precise as correct labelling is crucial to ensure food safety for their customers. Readily accessible ingredients and shelf life information will ensure that their food remains fresh always, with correct labels showing the time, date and food are compliance with their food regulatory law.

The Solution

Brother has liaised with Jens Broch, the CEO of Sunset

Boulevard on an automatic date labelling solution, which resulted in rapid implementation of pilot projects at their restaurants.

Kristina Hansen, their Operations Development Consultant at Sunset Boulevard, has worked with Brother during their pilot project phase, to ensure continuous development and progress, before introducing their solution to their entire chain.

Their solution has met their labelling requirements, in terms of functionality and applications. They have used Brother's TD-2130N Professional label printer with a Touch display panel with buttons, that could be specially programmed to store their ingredients and product shelf life information in their label printers' memory function for ease of use.

This has improved their process and prevented human errors.





"Our partnership with Brother has gone well, with regular discussions throughout our project and with a high level of service.

We have come up with a perfect solution, that has met our need for fast and precise labelling of our ingredients and products.",

 said Kristina Hansen,
 Operations Development Consultant
 at Sunset Boulevard.



TD-2130N label printer is both intuitive and user-friendly. Their staff could create labels accurately, easily, quickly and without any special training required. Sunset Boulevard could update all their label printers simultaneously with new information. This process has optimized their operations and ensure all restaurants could use their same specifications on their ingredients.

A Wi-Fi® option was installed on their label printers, which were linked to their restaurants' wireless networks. With Brother's BRAdmin administration tool, any changes could be made in one attempt. Their updates could be transferred automatically to all their restaurants' label printers, across Denmark, Greenland and Faroe Islands.

No network connection was required as all their ingredients were stored on their label printers locally. This process has allowed their staff to move their label printers to any location within their restaurants, to print out labels at their convenience.



TD-2130N Professional Label Printer

- 300dpi high-quality print resolution
- 152.4mm per second, 6ips fast print speed
- ZPLII printer command language support
- Optional accessories available for purchase and customization

