



**A fresh  
approach to  
food labelling**

with Brother mobile  
print solutions



## Importance of food traceability

Food traceability is the tracking of food through all stages of production which enables corrective actions to be taken when a problem arises. The primary concern is safeguarding the consumer and minimising public health risks.

If food is labelled inaccurately it can lead to the business being closed down or a health risk to the consumer.



## Food for thought

### Brother's experience in retail & food labelling

Brother has a wealth of experience within food labelling and understands the importance of tracking food through its cycle. Brother develop innovative solutions to ensure the safety and satisfaction of the consumer.



## Mobile solutions in food traceability

Labelling is fundamental to the food traceability system. Unlike other industries, the use of handwritten labels is not considered best practice. Barcodes can store a lot of information making it easier to pass on to other food establishments.

This not only increases safety for the consumer but also allows for streamlined operations between food wholesalers and the shop floor.

Brother mobile print solutions provide an efficient and protected workflow.



## Benefits of using a mobile solution



Food safety compliant



Clear and concise labelling



Reduces human errors associated with illegible handwriting



Reduce food wastage with price markdown labels



Standalone - no PC required



Less worker downtime



Fast print speeds



Easy set up and no ink to replace means workers can be more efficient



## Pain points

*"The only thing I would say is the ink running out, having to change that and order replacements. It could be improved if it had bigger ink rollers."*

UK, Specialist food shop, Hongsheng mx5500

*"Our printer is not talking to the printer that will print them off. That is a technical issue not to do with the label. To improve this you would need to speak to the technical department."*

UK Manage restaurants PA to MD/Office Manager

*"Interface between printer and production software. It's not always easy, sometimes there are printing delays."*

France restauration collective adjointe responsable intendance

*"They should create a portable and light printing tool, to create any labels where I need to, and when I need to everywhere in the store."*

France Supermarket CEO

*"Well our issue is that we have to change about 50 labels per day. With digital labels we wouldn't need to change labels, it would work via our computer and WiFi."*

Germany Verkaufen Lebensmittel im Einzelhandel /  
retailer in food sector Geschaeftsfuehrer / CEO

*"It could go faster and be easier to use."*

Germany, Einkauf, Baeckerei Einkauf

## Food labelling pain points



Software issues can delay the job



Ribbons need replacing too often



Quality of the print could be improved



Slow print speed

## Brother mobile print solutions



Our TD-2000 series operates without the need for a PC and is easy to configure



Direct thermal technology means no ink or ribbons to replace



High resolution outputs make labels easy to read



Brother boast fast print speeds across the entire mobile range



# European food regulations

**EU Regulation (no. 1169/2011) and individual country legislation applies to food packaging and labelling, much of it harmonised.**

Labelling rules vary according to the product and the packaging type; in general, full and clear information must be visible on the packaging.

Typically, labels must show: use-by date, origin of product, allergens, quantity, name of food, ingredients, nutritional value, name and address of the manufacturer, packer or seller, storage conditions and cooking instructions (if relevant).

# The food labelling chain



Food prep labels



Stage 1



Pack Labels



Stage 2



Delivery Labels



Fresh Food Labels



Stage 3



Price Reduction



Price Labels



Bakery Labels



Fresh Food Labels

# Warehouse / food wholesale labels

Wholesalers have a legal obligation to show all necessary information on distributed food products. This is done via labelling and barcode data.

## Label info

- Barcode or product reference number
- Expiry date
- Allergen content
- Contents of the pack
- Customer specifications
- Instructions or warnings for the staff

*"It is a very serious situation without a labelling machine because we are required by the regulations. We must be able to display for each item best to buy date and we should make delivery vouchers for each customer."*



## In-store price labels

Labels produced in the store must include the item's description, price, sell by date and allergen information. This means the consumer can make an informed decision.

### Label info

- Barcode
- Expiry date
- Allergen content
- Content of the pack

*We have to show on the labels the basic price per kilogram or 100 grams, and weight, as well as product description and unit price. At the counters, we also have to specify which country the article comes from and what exactly it is, whether soft or hard cheese, for example.*



## In-store price reduction labels

Labels are produced in store to lower the amount of food wastage. Stock that is approaching its sell by date or damaged must be reduced to clear the same day. No new information is needed aside from the updated barcode and price.

### Label info

- Barcode
- Price

*"Without a printer it would be a catastrophe because without appropriate labelling we aren't allowed to vend our products."*

Manager, Bakery, Germany



# Fresh food & deli counter labels

Food produced at the deli counter varies for each customer. The counter assistant must weigh and label food on location with its individual contents and allergen information.

## Label info

- Barcode
- Expiry dates
- Allergen content
- Content of the pack
- Price and weight information for over the counter fresh products: meat, fish, dairy, fruit/veg, deli



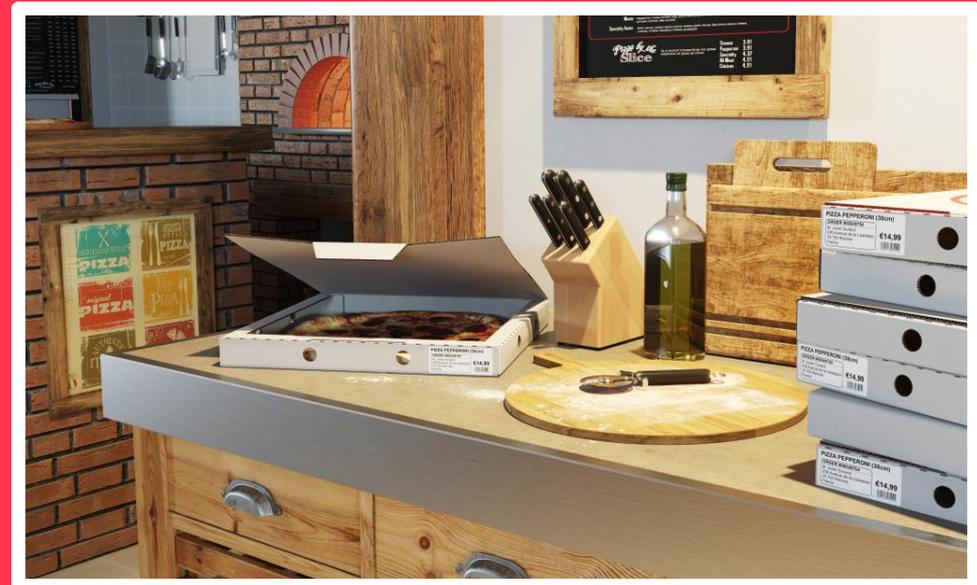
*"Due to legality issues we wouldn't be able to put the product out without a printer. We would have to get some other method of printing labels."*

# Food preparation labels

Restaurants have an obligation to label fresh food as it arrives, and also from when it is defrosted. As food is taken from the freezer; use by dates must be added to ensure it is prepared and cooked within the allotted time.

## Label info

- Barcode or product reference number
- Initials for traceability
- Expiry date



*"Without a printing solutions, we'd have to source a lot more packaging, we'd be a lot less efficient. It would have a negative impact on the business that would be hard to quantify."*

## TD-2000 series

- Quick and easy to use, ideal for demanding environments saving valuable time
- Compact footprint - fits easily on carts and food counters
- Fully customisable - wide range of accessories available including; optional Li-ion battery and Wi-Fi/Bluetooth connectivity options
- Provides accurate information at the point of application
- Superior quality & performance



**3 Year**  
WARRANTY

## TD-2000 series

Up to 2 inch label and receipt printing



### Optional touch display unit\*

Standalone operation for a variety of applications. Product codes and food information can be stored without the need for a PC.



### Optional Wi-Fi and Bluetooth connectivity\*

Hassle-free communication with a wide variety of mobile devices.



### Spindle-less design for easy drop in roll

Simply drop in larger diameter rolls meaning less downtime for food labelling staff.



### Compact footprint

Fits easily on carts, crowded worksurfaces and food counters.



### Portable long life Li-ion battery\*

Go completely portable so food can be labelled around the store.



### Wired ethernet and USB as standard\*

Easily connect to a single PC at a workstation, or connect to multiple devices using the integrated wired Ethernet.

\*Not available on TD-2020

## TD-2000 series

The TD-2000 offers the performance, features and media capacity of desktop printers but can be powered by a rechargeable battery pack and print wirelessly on a trolley, a busy counter or virtually anywhere in the retail environment.

Due to its spindle-less design, the TD-2000 can accommodate rolls of up to 5" in diameter meaning less time wasted reloading media. The range is made up of various models which vary in print resolution and connectivity.



## Accessories



**Battery base unit\*** PABB001



**Peeler\***  
PALP001

**Bluetooth Interface\***  
PABI001



**Touch Panel Display\***  
PATDU001



**Li-ion Battery\***  
PABT4000LI



**Wi-Fi Interface\***  
PAWI001



**Serial Adaptor**  
PASCA001



## TD-4000 series

- Desktop up to 4 inch label/receipt printing
- Powerful barcode label design software for designing, uploading and printing label templates
- With a built in network port the TD-4100N label printer can be placed anywhere labels are required
- Supports the most common 1D and 2D barcode protocols
- Easy to use for food labelling efficiency

**3 Year**  
WARRANTY



## TD-4000 series

### Up to 4 inch label and receipt printing

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

Print from a variety of retail management Systems.



Accepts up to 4" / 102 mm wide labels.



Easy to use for speed and efficiency.



Up to 110 mm/second print speed.

## TD series

Series	Models	Print Width	Connectivity	Print resolution		Media
				203dpi	300dpi	
2000	TD-2020	56mm	USB, Serial*	✓		Label/Receipt
	TD-2120N	56mm	USB, USB Host, Serial*, Wired LAN	✓		Label/Receipt
	TD-2130N				✓	
4000	TD-4000	98.6mm	USB, Serial		✓	Label/Receipt
	TD-4100N		USB, Serial, Wired LAN		✓	



\* via optional adaptor

## RJ series

- Rugged. Drop tested up to 2.5m / IP rating IP54
- Versatile connectivity, compatible with a wide range of mobile devices and operating systems, including iOS, Windows and Android
- Intuitive and easy to use
- Fast print speeds
- Lightweight & Durable
- Easy to integrate

**3 Year**  
WARRANTY



## RJ-2000 series

Up to 2 inch label and receipt printing



### User Flexibility

Compatible with a wide range of mobile devices and operating systems, including iOS and Android.



### Lightweight

Our lightest device ever, ideal for printing on the move.



### Easy to Use

Mono LCD and 3 flat membrane keys.



### Durable

IP54 rating - Drop tested to 2.5m without the need for a case.



### Easy to Integrate

Simple integration into existing applications with free software development kit (SDK).

[www.brother.eu/developer](http://www.brother.eu/developer)



### Customisable

Power options include rechargeable batteries, AC adaptor, vehicle power kits and linkable battery chargers.



## RJ-3000 series

Up to 3 inch label and receipt printing



### User Flexibility

Compatible with a wide range of mobile devices and operating systems, including support for Apple Airprint.



### Lightweight

Ideal for printing on the move.



### Easy to Use

3.3" colour LCD screen for more intuitive printing.\*



### Customisable

Power options include rechargeable batteries, AC adaptor or vehicle power kits.



### Durable

IP54 rating and drop tested up to 1.8m - designed to withstand even the harshest of conditions.



### Easy to Integrate

Simple integration into existing applications with free software development kit (SDK).

[www.brother.eu/developer](http://www.brother.eu/developer)

\* RJ-3150 only

## RJ-4200 series

Up to 4 inch label and receipt printing



### User Flexibility

Compatible with a wide range of mobile devices and operating systems, including support for Apple Airprint.\*



### Lightweight

Ideal for printing on the move.



### Easy to Use

Mono LCD screen with back light.



### Durable

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



### Easy to Integrate

Simple integration into existing applications with free software development kit (SDK).

[www.brother.eu/developer](http://www.brother.eu/developer)



### Customisable

Options include rechargeable batteries, AC adaptor, vehicle mounting kit and more.

\* Airprint for RJ-250WB only

## RJ series

Series	Models	Print Width	Connectivity	Drop tested	Weight
2000	RJ-2030	2"	USB, BT	2.5m	0.47Kg
	RJ-2050		USB, BT inc. MFi, WiFi inc. AirPrint		
	RJ-2140		USB, WiFi inc. AirPrint		0.55Kg
	RJ-2150		USB, BT inc. MFi, WiFi inc. AirPrint		
3000	RJ-3050	3"	USB, BT, WiFi inc. AirPrint	1.2m	0.61Kg
	RJ-3150			1.8m	0.68Kg
4200	RJ-4230B	4"	USB, BT inc. MFi	2.1m	0.85Kg



## RJ series

Please incorporate this  
slide from Dec onwards!

**COMING SOON**

	Models	Print Width	Connectivity	Drop tested	Weight
2000	RJ-2140	3"	USB, BT	1.5m	0.55Kg
	RJ-2150		USB, BT inc. MFi, WiFi		
3000	RJ-4230B	4"	USB, BT, WiFi inc. AirPrint	2.1m	0.61Kg
	RJ-4250WB		USB, BT inc. MFi, WiFi inc. AirPrint		0.85Kg

**COMING SOON**



## RJ series

Our comprehensive range of RJ mobile printers feature impressive print speeds and a rugged build quality to fit the requirements of any retail environment.

Bluetooth, Wireless & USB connectivity options make it possible for a busy mobile workforce.



### Accessories: RJ-2000



**Shoulder Strap**  
PASS4000



**L-ion Rechargeable Battery**  
PABT003



**Battery Charging Unit**  
PABC002



**Car Adaptor (cigarette)**  
PACD600CG



**Car Adaptor**  
PACD600WR



**AC Adaptor**  
PAAD600UK  
PAAD600EU

## Accessories: RJ-3000



**Shoulder Strap**  
PASS4000

**L-ion Rechargeable Battery**  
PABT001A\*  
PABT001B\*\*



**Battery Charging Unit**  
PABC001



**Battery Charging Cradle**  
PACR001



**Car Adaptor (cigarette)**  
PACD600CG



**Car Adaptor**  
PACD600WR



**AC Adaptor**  
PAAD600UK  
PAAD600EU



## Accessories: RJ-4200



**Shoulder Strap**  
PASS4000

**L-ion Smart Rechargeable Battery**  
PABT006



**Battery Charging Unit**  
PABC003



**Vehicle Mount / Charging Cradle**  
PACR002



**Car Adaptor (cigarette)**  
PACD600CG



**Car Adaptor**  
PACD600WR



**AC Adaptor**  
PAAD600UK  
PAAD600EU



\* RJ-3150

\*\* RJ-3050

