Labelling is fundamental to the food traceability system

European guidelines for food labelling

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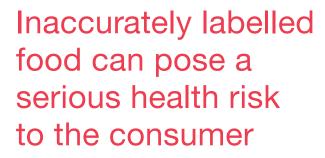
Typically, labels must show: use-by date, origin of product, allergens, quantity, name of food, ingredients, nutritional value, name and address of the manufacturer, packer or seller, storage conditions and cooking instructions (if relevant).

Food Traceability

Food traceability is the tracking of food through all stages of production so corrective action can 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 closure of a business or a life threatening risk to the consumer.

Brother has a wealth of experience in food labelling and understand the importance of transparency for the consumer. Efficient and accurate labelling processes ensure customer safety and satisfaction.

Inaccurately labelled food can pose a serious health risk to the consumer

Mobile solutions for food labelling

Labelling is fundamental to the food traceability system and 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 enable workers to be efficient and accurate with their workflow. Not only are customers able to choose food products in full confidence, but businesses can be assured they are providing the best possible service with reduced health risks.

Warehouse / food wholesale labels

Food products at the warehouse need to be labelled before being distributed to supermarkets and other retail outlets. At this stage in the journey, the information contained in labelling includes the price, and depending on the product, the barcode, allergens and ingredients.

Key information;

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

In-store labels

Price labels are typically made up on the shop floor. Staff are required to label the food products on location using a trolley before placing on the shelf. Supermarkets rely on their reputation and when food is labelled incorrectly in store, they risk losing the trust of their customers.

Key information;

- Barcode
- Expiry dates
- Allergy content
- Contents of the pack
- Price reduction for food wastage

Fresh food & deli counter labels

Food is labelled at point of sale, in a supermarket bakery, fish counter or delicatessen. The information needs to display price, ingredients, allergens and expiry dates. As these products are often sold in unmarked packaging such as paper bags, this information is absolutely key to informing the customer about their purchase.

Key information;

- Barcode
- Expiry dates
- Allergy content
- Contents of the pack
- Price and weight information

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 fridge or freezer; use by dates must be added to ensure it is prepared and cooked within the allotted time.

Key information;

- Barcode
- Expiry dates
- Allergy content
- Contents of the pack

Levels of vegetarianism have seen rapid growth in Europe and in recent years, veganism has become increasingly popular. Germany was the leading market for vegan food and drink product launch activity in 2016, with 18% of all global food and drink product launches. And an estimated 3.5 million British people – 7% of the population – now claim to follow a plant-based diet.

However, the presence of animal products in a food is sometimes not obvious, for instance, gelatine in sweets, or L-cysteine used as a softening agent. Consumers expect the food industry to accurately label products to help them make more informed choices.

https://www.efsa.europa.eu/en/efsajournal/pub/5077

The World Allergy Organisation (WAO) estimate of allergy prevalence in the whole population by country ranges between 10 and 40%, while more than 150 million Europeans suffer from chronic allergic diseases.

In the UK, about ten people die every year from food-induced anaphylaxis, and there are also about 1,500 asthma deaths, some of which might be triggered by food allergy.

It is vital that food products are sold with adequate labelling about which allergens they contain, so that serious outcomes as a result of food consumption can be avoided.

https://www.allergyuk.org/information-and-advice/statistics

Incidents of food safety failures and cover-ups such as the 2013 horsemeat scandal have caused consumers to question the traceability of their food more than ever before.

In the Netherlands, eggs exported in Europe were contaminated with insecticide, 4 and the chicken packaging controversy in the UK where a supplier deliberately changed use-by-dates to artificially stretch the shelf-life of the meat.

Alarmed by the news of these food safety lapses, customers increasingly want the reassurance of information about the origin, shelf-life and contents of their food at point of sale.

https://www.theguardian.com/business/2017/sep/28/uks-top-supplier-of-supermarket-chicken-fiddles-food-safety-dates

After monitoring food poisoning cases in 37 European countries in 2016, a European Food Safety Authority (EFSA) report found that infections such as campylobacteriosis, listeriosis and salmonellosis were becoming more prevalent. These conditions are often caused by poorly cooked, spoiled or incorrectly stored food.

With information about use-by-dates, cooking and storage instructions, consumers can take steps to avoid bacterial contamination and food poisoning.

https://www.efsa.europa.eu/en/efsajournal/pub/5077

Benefits of mobile labelling

- 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

The food labelling chain

Food Prep Labels

Stage 1

Pack Labels

Stage 2

Delivery Labels

Fresh Food Labels

Price Reduction

Stage 3

Price Labels

Bakery Labels

Fresh Food Labels

😞 Software issues can delay the job   »   🙂 Standalone operation. No pc required and easy configuration

😞 Ribbons need replacing too often   »   🙂 Direct thermal so no ink or ribbons to replace

" 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 "

😞 Quality of the print could be improved

>> 😊 High resolution outputs

😞 Slow print speed

>> 😊 Fast print speeds across the entire mobile range

> "
> Interface between printer and production software. It's not always easy, sometimes there are printing delays.
> "
>
> *France, Restauration collective adjointe responsable intendence*

> "
> 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 Wi-Fi.
> "
>
> *Germany, Retailer in food sector Geschaeftsfuehrer / CEO*

TD-2000 series

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.

Wired ethernet and USB as standard*
Easily connect to a single PC On a food counter, or connect to multiple devices using the integrated wired Ethernet.

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.

* Not applicable for TD-2020

TD-4000 series

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

Easy to use for speed and efficiency.

Print from a variety of retail management Systems.

Up to 110 mm/second print speed.

Accepts up to 4" / 102 mm wide labels.

*For TD-2000 Series Only

TD-2000 and TD-4000 series specification

	TD-2020	TD-2120N	TD-2130N	TD-4000	TD-4100N
	2 INCH			**4 INCH**	
Printing					
Print technology	Direct Thermal				
Print speed	152mm/sec			110mm/sec	
Resolution	203dpi			300dpi	
Max. print width	56mm			98.6mm	
Min. print length	6mm			25.4mm	
Max. print length	1000m			3000mm	
Media sensor type	Gap (Transmissive), Bar (Reflective)			Gap (Transmissive)	
Media sensor location	Gap (Fixed), Reflective (Adjustable)			Gap (Fixed)	
Tear off release mode	✓	✓	✓	Auto Cutter	
Connectivity					
USB	✓	✓	✓	✓	✓
Serial (via adapter)*	✓	✓	✓	✓	✓
Wired LAN		✓	✓		✓
USB Host Port		✓	✓		
Bluetooth (option)		✓	✓		
Wireless LAN (option)		✓	✓		
General					
Dimensions (mm)	110 (w) x 215 (d) x 172 (h)			73 (w) x 229 (d) x 158 (h)	
Weight	1.32kg	1.34kg		1.81kg	1.83kg
Control panel	3 button 2 LED			3 button 2 LED	
Touch Panel Display (option)		✓	✓		
Operating system support	(Windows XP/Vista 7/8/10), (Linux)	(Windows XP/ Vista 7/8/10) (Windows Server 2008/2008R2) (Windows Server 2012/2012R2), (Linux)		(Windows XP/Vista 7/8/10), (Linux)	(Windows XP/ Vista 7/8/10) (Windows Server 2008/2008R2)(Windows Server 2012/2012R2), (Linux)
Supported commands	P-touch Template, ESC/P, Raster, ZPL II emulation			P-touch Template, ESC/P	

TD-2000 and TD-4000 series optional accessories

Customise your Solution

Brother has designed and engineered a wide range of accessories to help customise the solution to meet your specific requirement. Brother accessories help food staff to utilise the standalone and portability options.

Power and additional options

PA-WI-001

TD-2000 Series only

Wi-Fi WLAN Interface

TD-2120N
TD-2130N

PA-BI-001

TD-2000 Series only

Bluetooth Interface

TD-2120N
TD-2130N

PA-SCA-001

TD-2000 Series only

Serial Adapter

TD-2020
TD-2120N
TD-2130N

PA-TDU-001

TD-2000 Series only

Touch Panel Display

TD-2120N
TD-2130N

PA-BB-001

TD-2000 Series only

Battery Charging Unit*

TD-2120N
TD-2130N

*Requires PA-BT-4000LI

PA-BT-4000LI

TD-2000 Series only

Li-ion rechargeable Battery*

TD-2120N
TD-2130N

*Requires PA-BB-001

PA-LP-001

TD-2000 Series only

Label Peeler

TD-2120N
TD-2130N

Media

RD-S05E1

Complete TD-series

Die Cut Labels Roll*

Label size: 51 mm x 26 mm
Quantity: 1552 per roll
Colour: white

RD-S07E5

Complete TD-series

Continuous Receipt Roll*

Size: 58 mm x 86 m
Colour: white

RD-S01E2

TD-4000 Series only

Continuous Receipt Roll*

Size: 102 mm x 44.3 m
Colour: white

RD-S02E1

TD-4000 Series only

Die Cut Labels Roll*

Label size: 102 mm x 152 mm
Quantity: 278 per roll
Colour: white

RD-S03E1

TD-4000 Series only

Die Cut Labels Roll*

Label size: 102 mm x 50 mm
Quantity: 836 per roll
Colour: white

RD-S04E1

TD-4000 Series only

Die Cut Labels Roll*

Label size: 76 mm x 26 mm
Quantity: 1552 per roll
Colour: white

RJ-2000 series

User Flexibility
Compatible with a wide range of mobile devices and operating systems, making food labels easy to produce.

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 with free software development kits; www.brother.eu/developer

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

Lightweight
The lightest device ever, ideal for printing at any location within the store.

RJ-3000 series

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

Easy to Use
3.3" colour LCD screen for more intuitive printing*

Durable
IP54 rating and drop tested – designed to withstand even the harshest of conditions in the warehouse.

Easy to Integrate
Simple integration into existing applications with free software development kits;
www.brother.eu/developer

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

Lightweight
Ideal for printing on the at any location in a retail environment.

* RJ-3150 only

RJ-4200 series

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

Lightweight
Ideal for carrying on body in the retail store room, whether up a ladder or moving a food cage.

Easy to Use
Mono LCD screen with back light. Great for dark warehouse conditions.

Customisable
Options include rechargeable smart battery, AC adaptor, vehicle mounting kit and more.

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

* RJ-4250WB only

RJ series specification

	RJ-2030	RJ-2050	RJ-2140	RJ-2150	RJ-3050	RJ-3150	RJ-4230B	RJ-4250WB
	2 INCH				3 INCH		4 INCH	
Printing								
Print technology	Direct Thermal							
Print speed	152mm/sec				127mm/sec		127mm/sec	
Resolution	203dpi				203dpi		203dpi	
Max. print width(s)	54mm (receipt)		54mm (receipt) 51mm (labels)		72mm		104mm	
Media types								
Receipt	✓	✓	✓	✓	✓	✓	✓	✓
Labels			✓	✓		✓	✓	✓
Connectivity								
USB	✓	✓	✓	✓	✓	✓	✓	✓
Wireless LAN		✓	✓	✓	✓	✓		✓
Bluetooth	✓	✓		✓	✓	✓	✓	✓
Airprint		✓		✓	✓	✓		✓
MFI		✓		✓			✓	✓
General								
IP Rating	IP54				IP54		IP54	
Drop protection	2.5m				1.2m	1.8m	2.1m	
Weight (with battery)	465g		545g		610g	680g	850g	
Dimensions W, H, D (mm)	122, 57, 99.3		150, 73, 99.3		113, 80, 186	116, 82, 189	153, 159, 68	
Operating system support	(Windows Vista 7/8/8.1/10)				(Windows 7/8/8.1/10)		(Windows 7/8/8.1/10)	(Windows 7/8/8.1/10) (Windows Server 2008 / 2008 R2 / 2012 / 2012 R2 / 2016)
Mobile OS	Android		Android/iOS				Android/iOS	Android/iOS
Supported commands	P-touch Template, ESC/P, Raster, ZPL II emulation, CPCL emulation							

RJ series optional accessories

Customise your solution

Brother has designed and engineered a wide range of accessories to help customise the solution to meet your specific requirement. Brother accessories help agents to equip their device in vehicle, on body and cope with power and battery demands for extended use.

Power

PA-BT-003

RJ-2000 Series only
Li-ion rechargeable Battery
RJ-2030 | RJ-2050
RJ-2140 | RJ-2150

PA-BT-001A
PA-BT-001B

RJ-3000 Series only
Li-ion rechargeable Battery
RJ-3150 | RJ-3050

A   **B**

PA-BT-006

RJ-4200 Series only
Rechargeable Li-ion smart battery
RJ-4230B | RJ-4250WB

PA-CD-600UK

Complete RJ Series
AC Adapter (UK)
Entire RJ Range

PA-CD-600EU

Complete RJ Series
AC Adapter (EU)
Entire RJ Range

PA-CD-600CG

Complete RJ Series
Car Adapter (cigarette)
Entire PJ Range

PA-CD-600WR

Complete RJ Series
Car Adapter (wired)
Entire RJ Range

Additional options

PA-BC-002

RJ-2000 Series only
Battery Charging Unit (wall mountable)
RJ-2030 | RJ-2050
RJ-2140 | RJ-2150

PA-BC-001

RJ-3000 Series only
Battery Charging Unit
RJ-3050 | RJ-3150

PA-BC-003

RJ-4200 Series only
Single battery charger
RJ-4230B | RJ-4250WB

PA-CR-001

RJ-3000 Series only
Charging Cradle
RJ-3050 | RJ-3150

PA-CR-002

RJ-4200 Series only
Car Mount / Charging Cradle
RJ-4230B | RJ-4250WB

PA-SS-4000

Complete RJ Series
Shoulder Strap
Entire RJ Range

Media options

RD-R03E5

RJ-2000 & RJ-4200 Series
Continuous Receipt Roll
Size:
58 mm x 12 m
Colour: white

RD-Q04E1

RJ-2140, RJ-2150 & RJ-4200 Series
Die-cut Labels Roll
Label Size:
51 mm x 26 mm
Colour: white
Quantity:
450 per roll

RD-P08E5

RJ-3000 & RJ-4200 Series
Continuous Receipt Roll
Width:
76 mm x 35.3 m
Colour: white

RD-P09E1

RJ-3150 & RJ-4200 Series
Die Cut Labels Roll
Label size:
76 mm x 44 mm
Colour: white
Quantity:
335 per roll

RD-M01E5

RJ-4200 Series only
Continuous Receipt Roll
Width:
102 mm x 27.5 m
Colour: white

RD-M03E1

RJ-4200 Series only
Die Cut Labels Roll
Width:
102 mm x 152mm
Colour: white
Quantity:
70 per roll

brother
at your side