

# Mobile Solutions for Retail Services

January 2018



B R O T H E R

Established in 1908 in Japan, Brother industries is an information, communication and technology provider, helping businesses deliver greater productivity and efficiency through documentation, digitization, collaboration and mobile work solutions.



## Brother in Retail

Brother has a long and respected track record in retail, with close sector links, high quality products and a network of specialist partners.



## Mobile Solutions in retail

Brother Mobile Printing Solutions allow retailers to react to change quickly, making decisions that help streamline their business.





# Food Traceability

Empower your workforce with the ability to produce and reproduce labels remotely.





AirPrint

Products with AirPrint allow simple printing from Apple devices.



Our mobile solutions offer every business the opportunity to free their mobile workforce, increasing productivity and reducing the need for unnecessary resource



All our products will work with the android operating system through USB, Bluetooth and Wi-Fi



We want to demonstrate the cost savings you can experience with our mobile solutions. We can show you a reduction in the total cost of ownership compared to your current supplier / method of working



Free SDKs are available for mobile and desktop platforms along with P-Touch Template and ZPL support for simple ERP integration.



A simple change to your current workflow can have a significant positive impact on your business, whether this be by cost reduction, efficiencies or customer experience



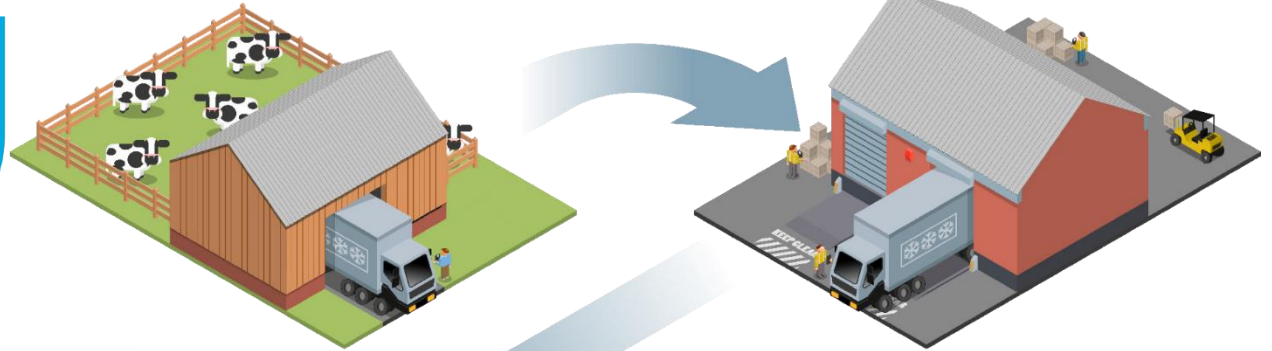
All our products are ruggedized out of the box or have accessories to help match your environment and meet IP54 ratings



We know the amount of mobile workers is increasing, this is because businesses are striving to increase productivity and reduce costs. Let Brother show you how to achieve this and keep up with the competition

**Why Brother ?**

# Applications



## Meat Counter

- Sell by dates
- Price reduction
- Allergen info

## Deli Counter

- Bag labels
- Pricereduction
- Sell by dates







## Choice Meats - Case Study

“They are highly portable and battery powered, so our people can take them to whichever part of the building they are working in at that time. This has significantly streamlined the process and made us more productive as a result.”

### Choice Meats





## In Store Labelling

An effective strategy for labelling and re-labelling shelves, items and packages ensures that the shop floor is functioning as efficiently as possible.

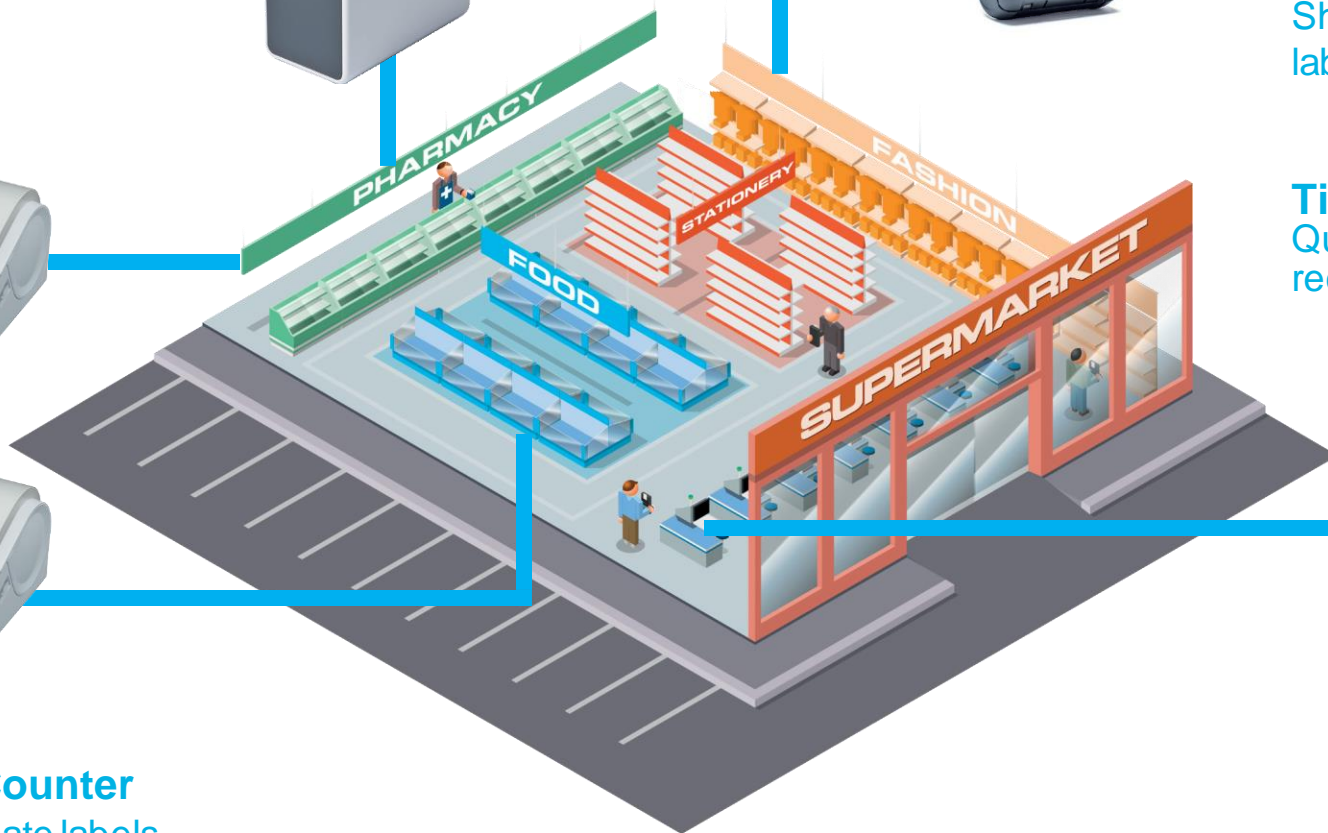


# Applications

**Pharmacy**  
Medical labels



**Food Counter**  
Sell by date labels  
Price reduction



**Fashion**  
Label tags  
Price markdown  
Shelf edge  
labelling



**Tills**  
Queue busting  
receipts







## Back of house

Maintain accuracy and efficiency using mobile printers. Produce barcode and RFID labels at the point of application.

# Applications

## Box Labels

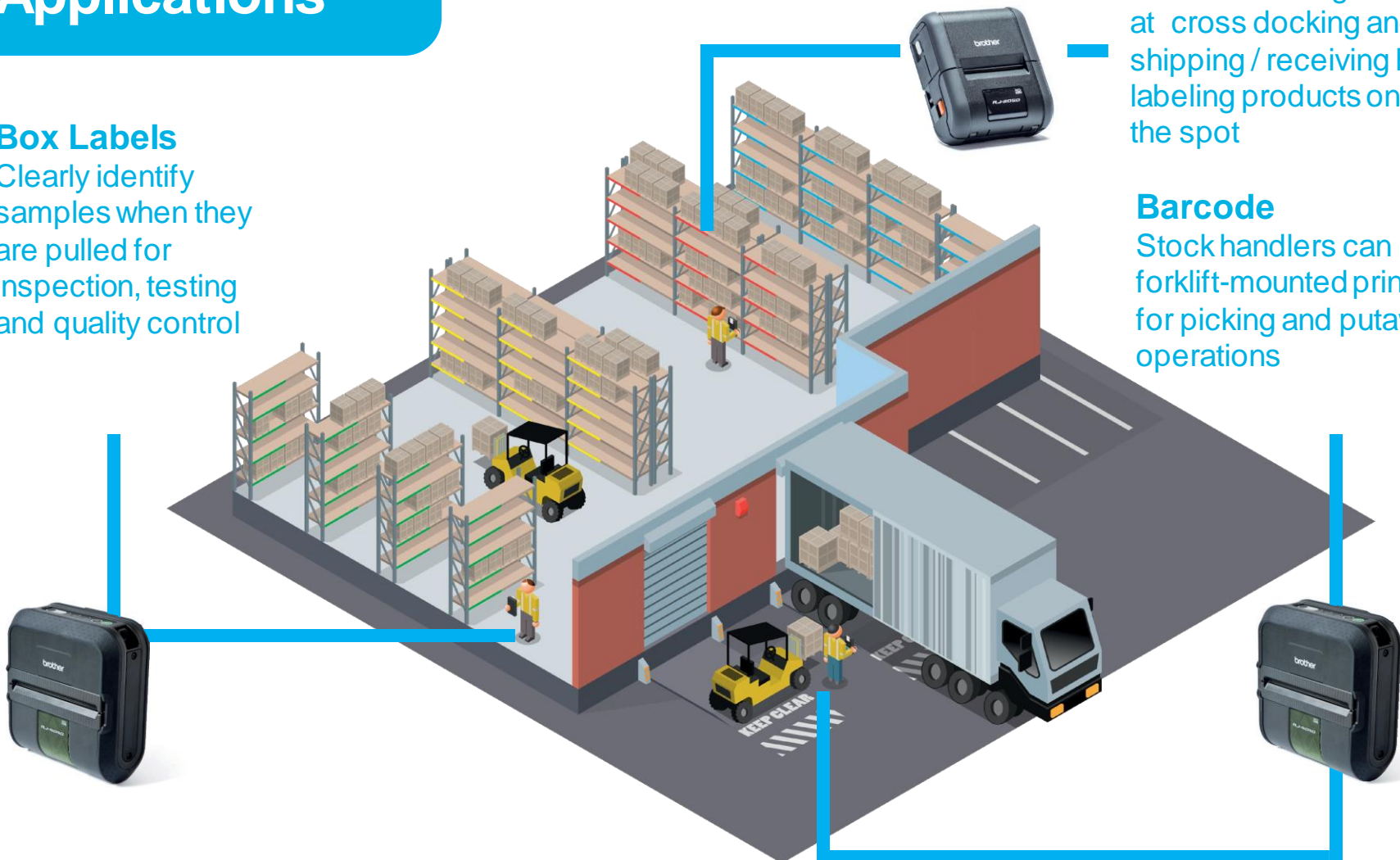
Clearly identify samples when they are pulled for inspection, testing and quality control

## Shelf Edge Labels

Reduce labeling errors at cross docking and shipping / receiving by labeling products on the spot

## Barcode

Stock handlers can use forklift-mounted printers for picking and putaway operations







## Marston Pubs - Case Study

“Brother’s RJ mobile printers mean that we can now connect directly to the customer delivery information and print the whole label in seconds. The direct thermal technology means we don’t need to buy any print ribbons or toner, saving time and money. They’re also designed to stand up to the wear and tear of the warehouse. The IP54 rating means they are fully protected against damage caused by dust particles, as well as being splash-proof.”

**Chris Evans**  
Marston’s PLC





# Applications



Labels



Barcodes



Promotional  
Items



Sell By Date



Queue  
Busting



## RJ Series

- 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 Series

Series	Models	Print Width	Connectivity	Durability (IP54)	Weight
2000	RJ-2030	2"	USB, BT	2.5m	0.47Kg
	RJ-2050		USB, BT, WiFi inc, AirPrint, Mfi		
	RJ-2140		USB, AirPrint		0.55Kg
	RJ-2150		USB, BT, WiFi inc, AirPrint, Mfi		
3000	RJ-3050	3"	USB, BT, WiFi inc, AirPrint, Mfi	1.2m	0.75Kg
	RJ-3150			1.8m	
4000	RJ-4030	4"	USB, BT	1.8m	0.91Kg
	RJ-4040		USB, BT, WiFi inc, AirPrint, Mfi		





# 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

\* RJ-3150 \*\* RJ-3050



**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



## TD-2000 Series

- Quick and easy to use, ideal for demanding environments saving valuable time
- Optional Li-ion battery, Wi-Fi/Bluetooth connectivity and compact footprint.
- Fully customisable - wide range of accessories and print media
- Provides accurate information at the point of application
- Superior quality & performance



**3 Year**  
WARRANTY

## 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 of various models which vary in print resolution and connectivity.



## Accessories



**Battery charging unit\***  
PABB001



**Peeler\***  
PALP001

**Bluetooth Interface\***  
PABI001



**Touch Panel Display\***  
PATDU001



**L-ion Battery\***  
PABT4000LI

**WiFi Interface\***  
PAWI001



**Serial Adaptor**  
PASCA001





## 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.



### 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.



### Optional Wi-Fi and Bluetooth connectivity

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



### 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.

## 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 that 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

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



No tear-bar needed as built-in cutter included



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



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