brother
at your side

LONDON CITY COUNCIL
FIXED PENALTY NOTICE

501219922594

REF# 01223334444

ALLEGED OFFENDER: SH45BRO
TIME: 15:30
DATE: 01/07/25
ADDRESS: 192 PICADILLY CIRCUS, LONDON, L3 D32
LOCATION: OUTSIDE COFFEE SHOP CITY CENTRE
LITTER: FOOD WRAPPER
OFFICER # DJ00eP

FINE : £75.00

Product Code:
00112266

Serial No
SH34542

Expiry Date:
05/06/25

AH-26   E
49 12

Chocolate Chip Croissants

INGREDIENTS: Wheat Flour (with Calcium Carbonate, Iron, Niacin and Thiamin), Chocolate Chips (25%) (Sugar, Cocoa Mass, Vegetable Fats (Palm, Shea, Sal), Emulsifiers (Soya Lecithin, E442, E476), Cocoa Butter, Flavourings), Sugar, Palm Oil, Whey or Whey Derivatives (Milk), Partially Inverted Sugar Syrup, Raising Agents (Sodium Bicarbonate, Ammonium Bicarbonate), Salt, Flavourings

ALLERGENS: May also contain: Nuts, Barley
STORAGE: Store in a cool, dry place away from strong light. Once opened, store in an airtight container. For best before end, see front of pack.

7 33608392

KEEP AWAY FROM FIRE

MS/15/F7234

RFID

Size
M

height 98cm/38½in
chest 54cm/21in

6 13135561

DRS SIGNATURE MULTI
AL-12   ABC1234   122333

£20

Responsible Delivery - CO² Neutral

UNITED LTD
92 Old Trafford Way
Manchester

UK

	Packages
	1 of 1
	Total Weight
	1kg

SHIP TO   ARCADIA GROUP   Consignment
          GATWICK East   5533913018
          LONDON
                          ORDER_87
          UK

UK   TWO DAY SERVICE
811-GB-CT4 7WU   0020

OCT4 7WUL 5505 5339 1301 811 826F

Brother
Auto ID
labelling
solutions

www.brother.co.uk/auto-id

Explore how solutions with Brother label printers make a difference to your business

Get to know Brother and our labelling solutions

Brother is a global company with regional offices in 44 countries. More than 70 years of business expertise draws from Japanese origins and today the Brother Group has 37.000+ employees across the world. This means we can make sure that your customer is always provided with the global and local support they need.

⊕ Products

At Brother, we are dedicated to creating world-class printers, document scanners, sewing machines and many other business solutions.

Our vast experience in document printing, and over 30 years experience in labelling, has been brought into the development of our latest label and receipt printers.

Our product portfolio for Auto ID solutions consists of mobile, desktop and industrial label printers built for high efficiency, minimal downtime and an outstanding user experience. For most print widths, any print volume and with a long list of compatibilities – Brother has the capability of fulfilling the needs of your customer.

⚡ Solutions

Our customers need real solutions for their teams in the field, on the shop floor, or in the warehouse—printing solutions that integrate with their specific workflows, help increase productivity, and generally make daily work simpler.

Not all applications are the same. Our experienced Sales Engineer teams will work with end users, resellers and ISVs to deliver a technology solution that integrates software and devices to produce the desired output.

We've created a range of specialist solutions for the below verticals:

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Pallet labelling - Transport & logistics

The challenge

It is essential to ensure warehouse pallets are identifiable when preparing for storing or shipping. Handwritten labels, where the serial number is manually selected can be hard to read, are time-consuming to create and will fade over time.

The solution

Easily readable and durable labels are essential for optimised productivity in a warehouse. The Brother range of thermal transfer label printers can ensure labels are durable enough to withstand UV light and tough environments when combining the right label and ribbon.

The most efficient way of creating pallet labels is directly from the ERP system, where all goods are tracked. This way ensures no manual mistakes are made.

The layout of the label can then be stored as a ZPL script in the SAP system and the Brother label printers can communicate with SAP via both a Network or WiFi connection to print the required labels on demand.

A desktop label printer with a cutter accessory attached is ideal for this application if the print volume is around hundreds of labels per day. To ensure the setup and integration is running smoothly, Brother's Solutions Specialists are happy to support on-site if needed.

How Brother can support you:

- Brother can ensure reliable device integration due to our Gold membership on the SAP Printer Vendor Program
- "At your side" support during integration to ensure hassle-free setup

What we recommend:

- TD-4T - desktop label printer
- Coated labels
- Wax/Resin ribbon for thermal transfer printing

SAP® Member Gold
Printer Vendor Program

Labelling in the pharmacy - Healthcare

The challenge

Pharmacists need an efficient workflow to deliver patient prescriptions quickly and accurately. This includes reducing the risk of illegible handwritten labels, which could lead to serious consequences if medication is wrongly prescribed.

The solution

Brother label solutions offer seamless integration into existing systems, helping to reduce human error so your patients receive the right medication every time. The portability of Brother devices also enables a smoother workflow for the user.

When a patient prescription is received electronically, labels up to 4 inches wide can be created and printed for application to the medication packaging.

Pharmacists can print labels up to 4 inches to apply to prescription bags and take advantage of the seamless integration with healthcare systems.

A desktop label printer with touch-display and saved templates, where only the prescribed amount can be inserted is an ideal solution for a pharmacy. For small cash desks the portable printer can be equipped with a battery and only takes up minimal space.

How Brother can support you:

- Label printers with saved templates for on-site customer serving
- "At your side" support for developing the required templates

What we recommend:

- TD-2000 - desktop label printer
- Touch display unit and battery base
- Thermal paper labels

Labelling in a test centre - Healthcare

The challenge

Ensuring traceability of a test result, so that it is linked to the right patient, is crucial. Patient safety is priority number one in the healthcare sector – linking a test result to a wrong patient can have serious consequences. Starting from the registration online, having the test done and receiving the result afterwards – every step must be compliant.

The solution

A safe process for phlebotomy testing requires a solution without any room for failure so unique codes are the perfect match. When registering, the patient receives a QR-code unique with their data via e-mail. Brother thermal label printers support a long list of linear and 2D barcodes for every purpose.

A portable direct thermal label printer is the ideal solution for test centers without much space and no power on site. The TD-2000 series with battery base and a software prepared for barcode replication combined with a Datalogic hand scanner is the ideal solution for 100% traceability.

Scanning the QR-code on a smartphone will initiate a printout from the printer with a duplication of the QR-code that can then be labelled onto the test specimen.

Our technical specialists will ensure your scan and print solution works straight away without any initial set-up, meaning staff can focus on patient safety and compliance.

How Brother can support you:

- Barcode replication solution
- Compatibility with Datalogic hand scanners for a full package
- Bundles to decrease complexity for every stakeholder

What we recommend:

- TD-2000 - portable direct thermal label printer
- Battery and peeler accessories
- Direct thermal labels

⊙DATALOGIC
EMPOWER YOUR VISION

Product ID labels - Manufacturing

The challenge

Ensuring product information is visible to the end customer requires a durable label. Labels that fade before the warranty runs out or is mistakenly removed can result in trouble for retailers of the product – getting support for a device without a serial number and contact information is nearly impossible.

The solution

Clear readable labels that cannot be removed accidentally are essential for supply chain traceability and support of products in the field. The Brother range of thermal transfer label printers with a range of ribbon options ensures clear, legible long life labels for when information is required over a longer period of time.

Creating product-ID template labels in label design software like BarTender, NiceLabel and TEKLYNX with information such as production date, item number, company and approval logos allows the user to create the exact desired layout. Brother label printers have compatible drivers for all leading label design software for a direct print-out.

Using thermal transfer printing technology, the label materials can also vary from coated paper to synthetic or film-coated labels. Brother Sales Engineers can help you find the exact label needed to ensure labels remain in place and are legible.

Depending on the daily print volume and the free workspace available, a desktop or an industrial label printer is the perfect addition for a manufacturing site. Desktop label printers are recommended for mid-volume labelling needs and industrial printers are more suited to volumes reaching thousands of labels per day.

How Brother can support you:

- Compatibility with well-known label design software for custom designs
- Label printers with ZPL emulation for easy exchange of current solutions
- "At your side" support for adapting the ZPL language for easy integration
- Custom label development suited for the customer requirements

What we recommend:

- TD / TJ - desktop or industrial thermal transfer label printer
- Foil labels in combination with resin ribbon

BarTender
BY SEAGULL SCIENTIFIC

Loftware
NiceLabel

TEKLYNX
Barcode Better

Day dot labelling - Food traceability

The challenge

Keeping a clean kitchen and providing the necessary traceability for fulfilling the HACCP food safety guidelines is a challenge. Handwritten labels and policy information can be mis-read and increase risk of human error. Lots of venues also stock many types of label (for example, different colours for each day of week) and therefore risk running out of certain types of label.

The solution

All food items must be clearly labelled at each stage of the storage and preparation process with accurate, legible and compliant labels. Brother UK conducted a market study and found out that 90% are still labelling with handwritten labels. There is a need for easy systems for staff to use to reduce human error and improve standards.

An alternative to manually looking up food information and handwritten day dot labels is Brother's direct thermal TD-2000 Series. Save time and improve stock rotation accuracy by printing clear and professional labels,

including food details pulled from a database downloaded to the machine. In just a few simple steps, the Brother printer allows you to print food stock rotation labels including date and time the food was prepared, use-by-time and date (including clear colour recognition) with employee signatures.

The Brother TD-2000 Series with touch display unit and firmware developed for the exact use case is ideal for use in the kitchen. It is easy to upgrade with accessories to optimise efficiency and has a compact footprint for cramped kitchens.

How Brother can support you:

- Custom solution with saved and easily editable database
- Close partnerships with food safety software companies for more advanced menu management solutions

What we recommend:

- TD-2000 - portable direct thermal label printer
- Battery, touch display unit and peeler accessories
- Day dot labels with easily recognisable weekday visualisation

www.brother.co.uk/stock-rotation

PPDS labels - Ingredient and allergen labelling

The challenge

In October of 2021, the UK government changed the law surrounding how food allergens need to be labelled in certain instances for customers, meaning that all businesses that prepare and package food on site for sale to customers must ensure that their products are adequately labelled for all allergens they may contain.

The solution

Brother's grab-and-go food labelling solutions make it easy and efficient for you to maintain high standards and stay on the right side of food labelling regulations. Our reliable label printers produce highly legible, long-lasting labels detailing all necessary information, from ingredients and allergens to use-by dates, prices and barcodes.

There's no need for ink or toners, so you can keep costs low, and reduce wastage by using the same roll for multiple label designs. It's simple to maintain security, too. The information you need is stored digitally, with access only available to administrators. This helps you avoid errors or tampering and maintain consistency and accuracy.

A single-site solution comes in the form of a Brother TD thermal printer connected to a laptop or PC alongside Brother's free P-touch editor label design software to create legible, accurate labels.

A more advanced solution is to integrate food labelling with a menu management system. Especially suited to businesses that have multiple sites, menu management systems enable you to create clear, accurate food labels covering everything from calorific content and unit price to allergens and details of the staff involved in production. This gives both employees and customers easy access to any information they need on each product.
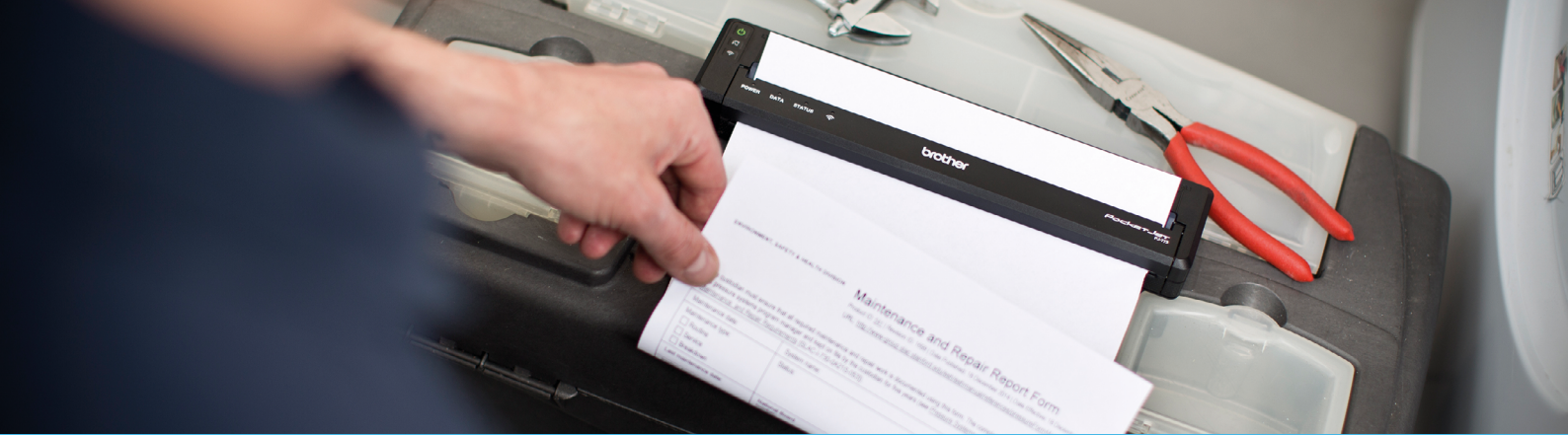
How Brother can support you:

- In-depth knowledge in the area of food labelling
- Solutions to suit the size of your business

What we recommend:

- TD desktop thermal printers, 2 or 4-inch label printer
- Optional accessories such as a tablet holder, external roll holders, or a battery pack
- P-touch design software

A4 printing on the move - Field Workforce

The challenge

Leaving a professional impression behind when dealing directly with customers is important. Handwritten invoices, receipts or service reports on a wrinkled piece of paper can damage the overall customer experience and cause additional administration time after the job is completed.

The solution

In order to maintain a high level of service, field technicians should be able to easily print out their reports, invoices and inspection records on site. The Brother PJ printers use direct thermal printing technology, resulting in low running costs, reliability and high print quality.

Optional accessories allow service technicians to transport the PJ printers easily and print documents according to their needs, either in-vehicle or on-site. In addition, the orders and deliveries can be transmitted electronically back to the office.

This way, there is no need no need to finalise reports or complete additional admin back at the office, when finishing the workday. Thermal paper comes in sheets, rolls or fan-folded.

For more information on how Brother's PJ range is suitable for a range of field service applications, read about how it has benefited Conduce and Together housing.

How Brother can support you:

- Unique product range within mobile document printers
- Partnerships with relevant producers for complete solutions

What we recommend:

- PJ - mobile direct thermal document printer
- Direct thermal paper

Pricing labels on the spot - Retail

The challenge

Providing customers with the exact information on the current price of an item enables them to make an informed choice of purchase. Pre-printing labels, running back and forth to the back-office or even using an old price-tag machine can disturb the overall look of the store and the customer experience.

The solution

In order to maintain a high level of customer service, instead of spending time on operational tasks, an efficient labelling process is required. Our RJ mobile label printers allow printing on the spot meaning the user can save time running back and forth to a static printer and focus their full attention on any customers entering the store.

Combine a mobile printer with a compatible iOS/android smartphone and print wirelessly on the spot. Brother works closely together with software operators and app developers to create solutions that fit specific requirements. Working with partners we have developed a custom solution for a fashion store chain to make discount labels based on planned reductions.

The EAN barcode on the existing label can be scanned, the information appears in the app and the price markdown is calculated. The required number of labels can be printed and directly applied to the item, resulting in easy labelling and no waste.

Brother RJ printers are handy to carry around or have on body using a belt clip. Should they be dropped to the floor, there is no need to worry, their robust design handles a fall from up to 2.5m high without breaking. Reduce downtime with a smart lithium-ion battery designed to last a whole shift.

How Brother can support you:

- Close co-operation with resellers and ISVs for app development
- Free of charge Software Development Kits for easy app development
- Development of custom bags or casings for the printer

What we recommend:

- RJ - mobile direct thermal label printer
- Direct thermal labels
- Accessories like shoulder strap, charging cradle and smart battery

Supermarket price reductions - Retail

The challenge

Food items with a best before date are marked down in time to avoid waste, with labels that give customers the most up to date information. Pre-printing labels or running between the warehouse and shop floor to charge printers will slow down the task.

The solution

In order to maintain a high level of efficiency in a supermarket and leave the shop floor free for the customer, fast and efficient labelling is required.

In order to keep a high pace, it is important always to have access to charged labelling devices and know the status of the printers. Charging cradles make it easy for the user to always have a fully charged printer accessible and quickly change.

For bigger chains with several stores, it makes sense to register the printers with a device management software.

Brother RJ mobile printers can be managed in Brother's own software, BRAdmin, and always be kept up to date. Selected models are also compatible with SOTI Connect, an IoT management solution.

Brother Sales Engineers are experts in printer command language conversion and in rebuilding existing label design templates, such as price reduction label designs. Brother is a world-wide organisation and can support big roll-outs both locally and globally.

How Brother can support you:

- Specialists in converting printer command languages for easy integration
- Rebuilding existing templates for trouble-free conversion
- Development of custom casings for the printer

What we recommend:

- RJ - mobile direct thermal label printer
- Direct thermal labels
- BRAdmin or SOTI Connect for device management

Labelling of car windshields - Automotive

The challenge

Car paint centres, larger used car dealers and car rental dealers need a way to identify cars. The cars are exposed to sunlight, heat, frost and moisture and the labels they use need to withstand those factors to ensure correct identification.

The solution

In order to maintain an overview of the carpool, a durable windshield label used to assign and recognise the vehicle is needed. The label must be able to withstand all weather conditions and must be removable without leaving any residue.

Vehicle marking follows after a windshield label has been applied from the inside of the car and can be used to identify from the outside through the windshield by scanning a QR code, using a smartphone for example.

A special polypropylene (PP) adhesive label which is printed with thermal transfer printing was developed as solution. To avoid gluing the printed QR code to the window pane, a 5mm grid running all around was punched into the label. This is only pulled off after printing to expose the adhesive surface and ensure that the label only sticks to the pane over the 5mm edges. Simple, but clever.

Brother sales engineers are happy to listen and support in development of custom labels. Creativity is one of our strengths.

How Brother can support you:

- Supporting and understanding the needs of the application
- Custom label development by Brother specialists

What we recommend:

- TD – thermal transfer label printer
- Polypropylene (PP) labels
- Wax ribbon

Interested in hearing more?

Or would you like to see a live solution demo?

A team ready to support

Brother support is one-of-a-kind. A big team of presales, sales engineers, marketing, service and sales force is ready for your requests so they can help you and help the end-customer. We can also be present at customer visits, if you want our support.

No need to worry about integration and programming languages – our experts are here to help. Even if your customer requires a special label or solution, don't hesitate to contact us. We are happy to listen to the requirements and see if we can develop a solution that meets their needs.

Free of charge demo printers

To convince customers about our product performance, we offer free-of-charge printers including a roll of media, that they can test as much as they need to be convinced.

Try and buy – we use new, unused printers as a demo printers, meaning your customer can keep the printer on site after successful testing and can get started straight away.

Don't forget the warranty…

On the Brother thermal printers, customers get a 3 year warranty included as standard. Furthermore, the print head is also covered up to normal usage.*

This is just a selection of the benefits of working with Brother – contact your local Brother sales person to hear about all the advantages and discover the Brother partner programme.

*See warranty terms and conditions for more details

brother

at your side

Contact us today and
be part of a future solution

Contact:

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