



**Customer case:**  
The new solution for labelling of tyres makes the business much more eco-friendly and improves service and quality.

## Case Study: O.K. Auto Oy, Kouvola

*“Brother’s label printer is a highly economical choice, as we avoid monthly fees and continuous costs.”*

**Jussi Tuominen**, service manager at O.K. Auto Oy – Kouvola

Family company O.K. Auto Oy was founded in Jyväskylä in 1964 and now has six branches. The company is a dealer for Toyota and always focuses on customer needs and requirements. The environment is important to O.K. Auto, and Toyota strives for zero emissions.

In 1997, O.K. Auto Oy established a full-service facility in Kouvola, which offers authorised servicing for Toyota cars and tyre services, among other things, including seasonal tyre storage. At its Kouvola site O.K. Auto takes care of a total of around 400 sets of tyres, i.e. approximately 1,600 tyres.

### Challenge

Variation in handwriting styles makes it more difficult to process information and locate the correct tyres. Human error causes unnecessary work and investigations. The labels also have an aluminium base layer and are difficult to completely remove from tyres.

### Solution

Brother’s label solution for tyre labelling is simple to integrate with the customer’s existing tyre database. The labels are printed from a label printer and are designed for labelling tyres. The adhesive is strong and can stand up to moisture and cold.

### Advantages

Work proceeds faster, there are fewer errors and you avoid all the extra work of trying to locate the correct tyres because the information is clear and automatically linked to the database. Brother’s label solution for tyre labelling requires no investment in external software or licence-based monthly fees.

## Report

The large number of tyre changes during a hectic summer and winter tyre season presents a challenge for O.K. Auto. The information on the manually labelled tyres could vary and the differing styles of handwriting resulted in uncertainty and extra work.

O.K. Auto Oy solved the problems in true Kaizen style with a focus on environmental values, simplicity in its work and improved clarity. Kaizen is a Japanese philosophy that is based on continuous improvement in service and quality. This, together with respect for people, are two basic values of Toyota's business.

Of the various options considered by O.K. Auto, Brother's label solution represented the best value. It also offered the most functions and was tailored to the customer's needs. The biggest advantage was the low investment threshold, as there are no monthly fees and it didn't require any major investment in separate software. It can also be connected to the existing Excel database.

Brother's labels are printed from a label printer and have a paper base layer and the ideal level of adhesion. The new labels can stand up to cold and do not come loose, but are nevertheless easy to remove from tyres, which also makes them a kinder option for the environment than their predecessor.

A representative from Brother was present when the solution was first put into operation, which simplified implementation.

After having begun using Brother's label solution for tyre labelling, work at O.K. Auto Oy in Kouvola has become more eco-friendly and now proceeds faster and smoother. The printer has worked well, so for a modest cost the company has gained good service and successfully solved a major problem.

