



## The printers are working non-stop at Denmark's largest car rental agency

Europcar is using laser printers from Brother at all their approx. 40 offices in the country. They find that Brother's printers are the most stable and reliable on the market. Furthermore, paper trays and toners are identical in many of the various Brother printers, which is a great convenience.

**"Reliability, reliability, reliability. That is a key word to us. We do not have time to fumble with printers, when we are busy serving customers – and we are serving customers almost 24 hours a day."**

IT Coordinator Anders Thaarup from Europcar's Danish office in Aarhus makes his point quite clear when asked to explain why his company uses laser printers from Brother – and only Brother.

**Europcar has around 40 offices, situated all over the country, in which there are more than 100 Brother printers spewing out document after document, hour after hour.**

Denmark's largest car rental company has tried many different printer brands, but they keep coming back to Brother.

**Today the company's printer strategy is based on Brother printing solutions:**

*"We are probably a demanding customer in some regards. The most important one is reliability. The printers have to be able to run for hours and hours and be ready at all times. We can't have that the printers are down on a Friday afternoon, just before a holiday, where large numbers of customers are lining up to get their cars and contracts on paper,"* says Anders Thaarup.



## The largest car rental agency in Denmark

Europcar installs printers and set them up online or by phone from their IT department located in Aarhus. There is no time to send out technicians to remote offices, such as Rønne on the island of Bornholm.

*"Usability to local users as well as us in the IT department has been an important factor when deciding on Brother as our print partner. And, of course, a good balance between price and quality,"* says Anders Thaarup.

Europcar is the largest car rental agency in Denmark and, therefore, leading within short-term lease and leasing of cars, vans, lorries and minibuses. Europcar has approximately 7,000 cars on the Danish market.

With more than 300,000 vehicles in more than 140 countries, Europcar is among the leading car rental agencies world-wide, and you will find Europcar offices in all major cities and airports.

Europcar has been a player in the Danish market since 1989, and today Europcar Denmark is part of the Ree Group.



## Both laser printers and all-in-one printers

Brother printers are primarily being used to print rental contracts and other documents for car rental, service and such. Some offices also scan documents like driver's licenses and passports.

Anders Thaarup mentions a number of other factors that make Brother's printers especially attractive compared to those of the competitors:

*"Brother paper trays, toners and drums are identical on many of Brothers printer models. So we do not need to keep a large variety of those in stock. That is an advantage both logistically and economically",* he says.

## Brother printers at Europcar

The majority of the Europcar Denmark printer fleet consists of Brother's **HL-L6400DWT** mono laser printer, which runs in a cable-based network. They print in black/white and all of them have an extra paper tray.

The **HL-L6400DWT** can print up to 50 ppm. It has a duplex function and comes with two paper trays that yield a total paper capacity of 1,090 sheets.

Europcar also uses Brother's all-in-one printer **MFC-L6900DWT**, which can print in black/white up to 50 ppm. The **MFC-L6900DWT** can print, copy, scan and fax. Paper capacity is – as standard – 1,090 sheets in two paper trays.

