

Customer case:

Smooth it labels its products using Brother's label printer

"The TD-2130N label printer has streamlined our work because we can now date the label the day before, which makes work easier during the morning shift. The evening shift can prepare the labels, which makes work the next day go much faster." **Irina Nurmi**, company owner, Smooth it

Smooth it – handmade snacks

2014 saw the birth of the concept of using food stores as the location for a snack bar where customers could enjoy a smoothie while they shopped, or buy a snack to go. The first such bar opened in Turku, Finland, in July 2015, followed by five years of growth and development. Today the company's products are sold in around 15 stores. The company undertakes to keep up to date with the latest developments and, for instance, can quickly follow industry trends thanks to social media and its proactive personnel.

"We have two label printers that we use to label our products. We only use domestic berries, natural raw ingredients and fresh fruit in our products, which is in line with our customer promise," explains owner **Irina Nurmi**.

Challenge:

Initially, the company's Smooth it bars were in the middle of food stores. They used the stores' own fruit scales to print out labels. The operation expanded with a food preparation kitchen, and the company landed new stores as customers. They needed a labelling solution.

Solution:

Smooth it started discussions with various companies. Teemu Kolkka and Sami Kivelä from Brother helped the company to design its label from start to finish: where the contact details, EAN code and contents should be positioned. The labels can be created the day before for the smoothie, raw oat and ginger shot cans.

Advantages:

TD-2130N was the perfect-sized label printer for a growing company that needed a mobile printer that could be used without a computer. The company could increase its efficiency and the labels would be more uniform.



The benefits of the label printer in practice

The main benefit was to make work significantly more efficient. Previously the labels were printed out manually in each store. Now they can get the products out for sale quickly, because they can date the label the day before, which makes work easier for the morning shift. The evening shift can prepare the labels, which makes work the next day go much faster. The uniform label also gives the product a good overall impression.

“The labels look identical in each store, which is incredibly important to highlight the brand and make it more easily recognisable,” says Irina Nurmi (in the picture) about the change.



Recommended for companies in the restaurant and café industry

Irina is satisfied with the solution. The printer is easy to use and it takes just a few seconds to change the roll. *“We have also planned to expand to other cities. In which case we’ll also need printers there,”* Irina summarises.

“I can recommend this solution to similar businesses in the restaurant and café trade that supply products to retailers, such as fitness chains, school cafeterias or hospital canteens, for instance,” states Irina.

Smooth it views the stripped-back black and white label as part of its brand, as it is similar to the label on products from the store’s staffed counter, which indicates craftsmanship and the local connection.

“Our products always convey the sense of having been produced locally. We didn’t want the labels to look too industrial, because our products aren’t that,” Irina concludes.

CONTACT US

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