



## Case Study:

Sports Car Center,  
Espoo, Finland



TD-4100N

### Challenge:

Sports Car Center used to mark its around 300 pair of tyres manually. Occasionally illegible handwriting and missing updates in the database caused problems. There were risks that tyres might get lost.

### Solution:

As tyre hotel business at Sports Car Center grew stronger they needed to set up a more functioning and reliable system. With the help of Brother TD-4100N label printer customer data can easily be updated into database and 4 pre-sized strong adhesive labels will be printed in no time.

### Benefits:

Durable adhesive labels adhere well and stick even to dirty tyres. Thanks to the Brother label printer solution there is no more room for mistakes or missing tyres, since all data will be entered into database in one fell swoop.



*"Printing car tyre labels is so much easier with Brother's solution. Every single tyre hits the storage labelled with current data and an update into the database."*

**Petter Kallinen, foreman at  
Sports Car Center, Espoo**





TD-4100N

## Sports Car Center optimised its tyre hotel management with Brother's car tyre labelling solution



**Sports Car Center, specialised in selling Jaguars, was in quest for a versatile, easy to use and yet cost-effective solution for labelling car tyres. They found the perfect solution with Brother's concept, designed especially for car tyre labelling. Petter Kallinen, foreman at Sports Car Center Espoo says,**

**"I'd recommend Brother's label printer solutions to all car dealers, tyre hotels and tyre service businesses."**

Oy Sports Car Center Ab (SCC) was established in 1984 in Finland. The company is led by entrepreneurs with 4 branch offices in Helsinki, Espoo, Turku and Jyväskylä. Long experience guarantees accurate price-quality ratio as the range comprises of Exclusive, Premium and Standard vehicles to meet every taste.

Oy Sports Car Center Ab is part of financially sound Catamount concern which is a true all-round player in automobile industry. The turnover of the company amounted to €46 million in 2015. Sports Car Center has always challenged itself to constantly improve its customer service in various ways. Therefore their customer loyalty is very high.

## **TD-4100N professional wide label printer has convinced the customer with versatile printing solutions:**

"I would recommend Brother's label printer solutions to all car dealers, tyre hotels and tyre service businesses."

**Petter Kallinen, foreman at  
Sports Car Center, Espoo**

## When quality, ease of use and versatility matter

Sports Car Center tyre hotel accommodates summer and winter tyres from around 300 customers. The company is well-known for high quality and service standards throughout their offerings. As tyre hotel service became larger Sports Car Center began to look for opportunities to make processes more effective.

Sports Car Center tyre hotel stored its customer data in a database with all relevant information on customers, tyres, tyre condition and upcoming tyre change dates.

Previously, customers came to have their tyres changed and consignees wrote customer data and requests on car tyre labels manually. There were occasional risks of illegible handwriting, misunderstandings, missing information and in worst case scenario missing tyres. There was a risk that sometimes data were updated on labels but not into the customer database, or vice versa.

## Brother's solution led to a change

Earlier operations model was not sufficient to meet the standards for high level of customer service Sports Car Center had set itself. The former manually operated system was slow, unreliable and led occasionally to errors. The management was forced to find a better comprehensive solution.

Eventually, Sports Car Center decided on Brother's car tyre labelling solution. It offers smooth customer data management since customer data are entered directly in the database, then 4 pre-sized strong adhesive labels will be printed. There is no more room for mistakes or missing tyres since all entered data will be received and saved in one fell swoop into the database. The whole process has become significantly easier. Durable, strong adhesive labels adhere well to tyres and stick even to dirty tyres.

"Printing car tyre labels is so much easier with Brother's solution. Every single tyre hits the storage labelled with current data and an update into the database", Petter Kallinen concluded.