



Brother helps Ticketbutler to deliver fast and efficient name badge printing at their events.

Whatever the event, ease of use and reliability were key considerations for Ticketbutler when it came to finding a solution for checking in guests. Brother's name badge printer and a customised app ensured the best possible experience, for both the organiser and their guests.



Printing name badges for events

Event organisers tend to print name badges in advance, i.e. back at the office, before bringing them to the event and placing them on a table. This leads to three main problems:

1. Producing name badges at the office is a very time-consuming process.
2. It's not unusual for 40-60% of the guests at free events not to turn up, which leads to waste in the form of uncollected name badges.
3. You want to be able to make changes at the entrance because there are always guests who have not registered, or some that have changed their name, have a new job title or even moved on to another company. Or perhaps a colleague is attending the event instead of the person who actually registered for it.

To address these challenges, Ticketbutler started looking at different solutions that would enable name badges to be printed quickly and easily at the entrance as guests arrived. The solution had to be reliable, work every time as well as being fast and efficient.

The ideal solution

Mads Kjer, founder of Ticketbutler, explains that they found their ideal solution in Brother's QL-810W wireless label printer, complete with a battery

base. The QL-810W is a reliable, high-speed label printer, and is also significantly less expensive than competing models on the market. As it is battery powered, there is no need for a power supply or any cables at the entrance to events, and because it's a thermal label printer, running out of ink is not an issue. There is also a range of consumables that can be used with the label printer, with both die-cut labels and paper rolls available in a variety of formats.

When guests arrive at an event, they check in using an app, and once this process is complete, their name badge prints automatically. This means the organiser can avoid preparing name badges in advance, and only needs to print the required number of badges on the day - which means less waste. New guests can also be registered and changes made at the entrance, so everyone receives a professional looking name badge with the correct details.

Mads from Ticketbutler comments:

"At the TechBBQ event, we were able to print in excess of 1,000 name badges on 8 name badge printers in under half an hour, and we actually ended up printing more than 3,000 over the course of the day. Ticketbutler was tasked with supplying name badges for the event - to more than 4,500 attendees, over two days."

Overview

The challenge

To identify a quick and efficient solution for printing name badges for events, while also reducing unnecessary waste.

The solution

A labelling solution in the form of a Brother QL-810W label printer, combined with proprietary software, enabled Ticketbutler to print name badges quickly at the entrance to TechBBQ, thus avoiding long queues for guests.

The benefits

Ticketbutler opted for this solution because it met their needs and requirements, being quick, easy to use, economical and more efficient.

Ideally sized print labels with the functionality to highlight important text in black and red - without the need for ink.

GARANTI
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Få 3 års garanti



USB and Wi-Fi connectivity



Printing of labels up to 62 mm in width from a PC, smartphone or tablet



Integrated cutter



Optional battery base with rechargeable Li-ion battery

QL-810W label printer

“Brother’s QL-810W label printer can print at high speed and is super-robust.”

Mads from Ticketbutler

Why choose Brother?

Brother offered the perfect solution as it was:

- Quick
- Easy to use
- Economical
- More efficient

It was crucial for Ticketbutler to be able to find/edit and print name badges quickly and reliably as guests arrived at the event, and Brother’s QL-810W label printer proved more than equal to the challenge.



Further information can be obtained by contacting Brother as follows:

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