

brother
at your side



Brother solution makes time consuming task a timesaver

With hundreds of stores nationwide, Foodstuffs is New Zealand's largest grocery distributor. Learn how Brother's mobile printing technology helped South Island stores significantly reduce staff time spent manually repricing markdown products.

managing
your printing
should be
this easy



Challenge

The Foodstuffs co-op was formed in 1922 and has grown to become New Zealand's biggest grocery distributor, supplying PAK'nSAVE, New World, Four Square Supermarkets, Raeward Fresh, Henry's Beer Wine and Spirits, and On the Spot convenience stores.

Foodstuffs South Island stores needed a technology solution that would reduce the time and hassle involved in manual repricing for markdown products. They also wanted to 'say goodbye' to the regular issues they'd had with handheld non-Brother devices being dropped and damaged.

A Mobile Solution

Brother experts got to work quickly, visiting stores across New Zealand to ensure they understood the problem before creating the perfect bespoke solution. Now, this once time-intensive job has become simple and hassle free with Brother Rugged Jet Mobile Printers in action across 50 Foodstuffs South Island stores.

These mobile machines are ideal for on the spot printing and for those who need a product made specifically for robust conditions. The Brother Rugged Jets are as tough as they get with an IP54 rating, meaning it can survive a drop of up to 2.5m.

They're also dust and waterproof which is important for warehouse staff, who work in all conditions and are often moving between indoors and outdoors.



Benefits

Now when new pricing needs updating, the Brother Rugged Jet Mobile Printer can produce a new barcode in an instant. "The time saving and reliability benefits have been significant," Foodstuffs South Island User Technology Manager, Ian Colhoun, said. "One hundred pricing tickets can be printed in seconds, whereas this took us well over 5 minutes previously."

Warehouse staff wear the machine on a shoulder strap and have complete confidence that they are built for hardy conditions. The machines are also designed with clever thermal technology which means there's no need for ink or toners to get the job done. Plus they can print from literally anywhere, with flexible connectivity options including USB, Wireless LAN, Bluetooth, AirPrint and MFi that lets you print from Apple devices.

Ian is on first name basis with Foodstuffs' Brother service expert, giving him complete peace of mind that if they need anything, support is there on speed dial! "Knowing that's there is really valuable - as the Brother team are always willing to help and any issues are sorted quickly."

Brother Rugged Jet Mobile Printers are designed for anyone who is mobile, from service and sales field workers right through to those working in logistics and delivery who regularly need to print receipts, quotes, invoices and labels.



**"Having Brother's
New Zealand based support
available 7 days a week
– including weekends
– is really valuable. Any
issues are sorted quickly,
so we can focus on
serving our customers."**

**Foodstuffs South Island User
Technology Manager, Ian Colhoun**

Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise! Brother has a team of experts ready to show you how Managed Print Services can benefit your business. They will:

- Work with you to review your current print ecosystem
- Provide a bespoke recommendation to improve the way you work - reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand - servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive research 2018