



# Retail Solutions

Brother printing, scanning, and labeling products to help meet the needs of today's retailers.

# Printing, Scanning, and Labeling

Reliable, high-quality all-in-ones, printers, scanners, label makers, and label printers, that can help improve operations and allow for seamless information capture and sharing.

- **Warehouses**

- Shipping and receiving labels
- Carbon copy printing
- Pick lists
- Inventory and material asset tracking

- **Point-of-Sale**

- Shelf-edge and product labels and tags
- Quotes, receipts, and orders
- Serial and barcode labeling
- Online order and in-store pickup labels

- **Back Office**

- Employee records
- Invoices
- Cash out history
- Sales associate performance history

- **Shop Floor**

- Promotional materials
- Window and in-store signage
- Clearance signage







## Print Management Designed for Retail

From the registers and aisles to the warehouse and beyond, Brother solutions for retail can help boost operational efficiency, protect critical customer data, and streamline communication from brick-and-mortar to corporate, allowing businesses to focus on what matters most—the customer.

- Print point of sale material, price tags, and self-edge labels.
- Electronic information sharing between stores and corporate offices.
- Print on location with customers.
- Retire legacy systems simply and effectively.
- Compact machines that use space efficiently.
- Cost-effective solutions that operate within strict budgets.
- Predict and prevent downtime and lost business.



HL-L9470CDN & QL-1110NWB

## Warehouse Printing

Print dispatch notes from anywhere in the warehouse and allow staff to process orders where they are most needed.

- Save time by reducing unnecessary stock management.
- Flexible technology that can print dispatch notes and everyday printing from one machine.
- Large capacity toner and trays for high-quality, large volume printing.



QL-1110NWB & QL-820NWB

## Stock Management

Print delivery, goods-in, and shelf-edge labels.

- Accurate and clear, avoiding illegible handwriting.
- Quick and easy to scan barcodes.
- Reduce media wastage.



MFC-L5715DW

## Capturing Customer Data

Stay with the customer while you copy their identification.

- Maintain a high level of customer service.
- Confidential information automatically saved.
- Accessible only by authorized staff.



QL-820NWB & PTD-610BT

## Staff Identification Badges

Save time and money by creating durable staff and visitor ID badges.

- Compatible with devices across major operating systems.
- Handles high-volume jobs with ease.
- Protected with unique, long lasting lamination.



QL-820NWB

## Repair and Returns Barcode Tracking

Streamline workflows for customer returns and repairs.

- Improve accuracy and inventory management with consistent, scannable barcodes.
- Enhance customer experience.





## Online Orders and Curbside Pickup

Optimize sales and pickup with on-demand receipt printing.

- Print linerless labels for mobile pickup.
- Choose from a variety of mobile or desktop options to optimize workflows.
- Front of house labeling for price markdown, shelf labels, and return labels.



QL-820NWB & QL-1110NWB

## Archiving

Scan and automatically save delivery and goods received notes to your business database.

- Share delivery notes and good-in notes with the warehouse.
- Accurate, avoiding misfiling.
- Save time, with administrative tasks.



ADS-4900W

## Back-Office Printing

Effortlessly print orders, dispatch notes, and invoices.

- Print large volumes with high-capacity paper trays.
- Save costs by using high yield toner cartridges.
- High-quality, easy to read text.



HL-L9470CDN

## Delivery Note and Document Scanning

Scan and save delivery notes on arrival and instantly share with office staff for faster order processing.

- Archive with one-touch, saving time on warehouse administration.
- Fully integrated with existing stock management systems.
- Easy-to-read digital files, labels, and work-in-process labels.



TD-4550DNWB

## Secure Printing

Ensure sensitive customer information remains confidential with NFC badge or PIN authentication. Documents can only be released by authorized personnel.

- Secure printing reduces the risk of sensitive customer information being left on printers.
- Flexible access based on staff needs via individual profiles.
- Clear, easy to read text, reducing errors from handwritten documents.



MFC-L6915DW



# Printing, Scanning, and Labeling

**As a trusted partner in document management, Brother is At Your Side from deployment to ongoing support.**

- Triple Layer Security helps safeguard the network and provides solutions for document and device management, protecting critical customer and employee data.
- Priority Exchange limited warranty program offers peace of mind with next business day delivery of replacement units. Available to priority accounts or with the purchase of an extended warranty.
- Deployment support to streamline the process and ensure that devices across the fleet are in line with company standards.
- Customized workflow solutions ensure productivity at all locations — from cash wrap to corporate offices.
- Compact machines, perfectly suited for the retail environment — where space is at a premium.
- Print from and scan to virtually all major mobile devices and operating systems, allowing for an enhanced shopping experience.
- Tools like Brother software development kits seamlessly integrate label printers with retail applications from a mobile device.



# Brother Genuine Supplies



Brother Genuine supplies offer sharp black and vivid color output, while also providing consistent and reliable printing for retail signage, reports, and more.

- Higher yielding replacement toner cartridges available for reducing printing costs.
- Formulated for professional quality color or black and white prints.
- Developed for superior performance and engineered to work seamlessly with Brother printers for reliable performance that protects printer components.

## VPP

### Value Print Program

The Brother Value Print Program (VPP) allows retailers to manage costs by providing competitive cost per page with toner, drum, and ink discounts on Brother Genuine Supplies.

- Toner and ink discounts on high yield Brother Genuine Supplies.
- Three years of included exchange limited warranty coverage.
- Peace of mind using Brother Genuine Supplies.







Contact a Brother representative to learn more about Brother printing, scanning, and labeling solutions for retail.

[www.brother-usa.com/industries/retail](http://www.brother-usa.com/industries/retail)