



Brother is providing an effective, professional solution for printing shipping labels to Imerco's retail stores

Imerco picked the TD-4520DN for the new initiative that they're rolling out – on-site printing of shipping labels in their stores. The requirements for this solution called for a stable, rugged design, user-friendliness and easy integration with existing systems.



Shipping labels for online orders

Imerco is Scandinavia's largest hardware chain, with a market-leading 160-plus locations in Denmark alone. They also sell products on their website and recently rolled out a new feature enabling their stores to accept online orders and ship products directly to customers.

Imerco tried out several label printers, both from Brother and other vendors, before selecting the model that best suited their present needs.

They chose the Brother TD-4520DN as it was the best match for their requirement specifications. Not only did the quality and price exceed their expectations, the label printer was also able to use the labels that the company was already using.

A critical factor behind the decision was that the Brother label printer could be integrated with Imerco's existing shipping software, nShift on-premises (previously Consignor), allowing the company to quickly and easily print Pick-and-Pack orders and shipping labels in the stores.

But the icing on the cake was Brother's "at your side" approach.

"At your side" all the way

Throughout the evaluation process, all the way up to the choice of a specific label printer, Brother collaborated closely with its local distributor to deliver timely advice and helpful guidance.

Jacob Hansen, Imerco's IT Operations Manager, states:

"Brother familiarised themselves with our environment and our specific requirements and advised us on the models that would suit us best. We didn't experience the same level of commitment from the other vendors, and that was a major reason for choosing a Brother machine."

"Brother's service is an important factor. The pathway from requirements specification to a finished solution has been short and effective,"

Jacob Hansen, Imerco IT Operations Manager

Overview

The challenge

Imerco needed a simple, stable solution to print Pick-and-Pack orders and shipping labels in their stores.

The solution

The Brother TD-4520DN label printer was the obvious choice thanks to its network connection, high print speed and ability to use the same labels Imerco had been using.

The benefits

Imerco can easily configure the Brother TD-4520DN in their own systems, and appreciates the fast, user-friendly label printer, which meets their needs.

Effective, professional
printing of shipping labels

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Print speeds of up to 6ips/152.4mm per sec



Print resolution of up to 300dpi



Print width of up to 108.4mm



Easy set-up with automatic media configuration



Network connection

TD-4520DN label printer

Mr Hansen adds:

“The service that Brother provided, in the form of advice and guidance, collaboration with our own technicians and rapid configuration, really meant a lot.”

The roll-out of the solution in the stores was seamless. The compact label printers can be placed behind the cash register, where there's plenty of space, e.g. on a shelf, and they've been easy to set up and easy to use.

As no special training has been required, it has virtually been a “plug-and-play” solution.

Read more about the TD label printers:
brother.is/td-4d
brother.ee/td-4d



brother
at your side