## Case Study:
## Brother supplies food labelling solution for McDonald's restaurants in Norway

### About McDonald's

McDonald's opened its first restaurant in Norway on the 18th of November 1983. Since then, over 50,000 Norwegians have worked for McDonald's and the company now has 74 restaurants throughout the country.

McDonald's goal is to be a modern, forward-looking company. When they plan for the future, they always have their customers' best interests at heart.

They set ambitious goals for the business, and achieve them thanks to their excellent partners. On the common journey towards success, there are five areas of focus: The ingredients, the climate, the finished product, the local community around each restaurant, and the employees in the value chain.

*"Easy to use and replace paper, simple,"*
*Caroline Bjerke, Shift Manager at McDonald's Morenen*

### The challenges

McDonald's has a large database of information for the labelling of food, which is used in the everyday running of its restaurants.
Finding the right text in the database for the relevant food labels is perceived as time-consuming in what is already a busy workday.
All food must be labelled with a label indicating when the item was taken out of the freezer, when it is ready to use and how long it can be used for.
During the busy workdays, it is unavoidable that the label printer will be dropped and damaged at some point and will therefore have to be replaced. That leads to unwanted expenses.
The restaurants' printers are currently updated locally by the Shift Manager, but a central solution is preferable.

The correct labelling of foods is important for the quality of the food they store and serve.

Labels with use by dates are important for efficient stock rotation and reduced food waste.

Having a picture of the food on the label is a new feature that is useful as it helps to visualise the contents.

## The solution

Ekab Systemservice AS is McDonald's IT provider. They came up with a solution for food labelling in the McDonald's chain that will increase efficiency and reduce costs.

The preferred solution was the Brother label printer, TD-2130N – a professional label printer with an LCD touch panel display (accessory that needs to be purchased separately). Today, 56 of the restaurants use this label printer from Brother.

The clear display makes it easy to operate and the time spent finding the right text for food labels has been significantly reduced. A label can also include a picture of the food. Labels that are used frequently can be set up as hot keys.

The touch panel display is a separate accessory, so if the printer is dropped on the floor, it is usually enough to simply replace the display, not the entire printer.

## For more information:

Further information can be obtained by contacting Brother as follows:

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|---|---|
| **brother.dk/contact-us** | **brother.no/contact-us** |
| **brother.ee/contact-us** | **brother.lv/contact-us** |
| **brother.fi/contact-us** | **brother.it/contact-us** |
| **brother.is/contact-us** | **brother.se/contact-us** |



## The benefits

The new solution saves time in daily operations and reduced hardware expenses.

The TD-2130N integrates seamlessly into the company's existing systems. The printers have network capability, so IT provider Ekab Systemservice AS can update the database centrally for all the restaurants.
Most of McDonald's restaurants are using Brother's solution, so regardless of which restaurant you work in, you can always do your job.