



Case Study:  
**Kalevala  
Koru**

## Kalevala Koru uses Brother labelling machines to print their price tags

*"Our former labelling printer worked fine for years but the current one has got more versatile fonts. Thus enabling an improvement of our visual marking of pricing".*

Tuula Junttila, store manager Kalevala Koru, Esplanadi, Finland

**Kalevala Koru's store at Esplanadi had already relied on Brother solutions for years. They resolved their demanding pricing challenges – how to combine visibility and ease of use – by turning to Brother's solution.**

**Brother PT-D600VP with versatile font options and various label widths make it easy to print informative price tags in an instant.**

### Challenge:

Finnish jewellery brand, Kalevala Koru, had used an older Brother labelling machine for several years. The machine was yet compact but it did not include font options and had only one default label width.

### Solution:

Kalevala Koru found a solution to their visually challenging pricing needs with the help of Brother PT-D600VP labelling machine.

### Benefits

PT-D600VP feature various font options and prints on 3.5-24mm labels enabling informative pricing. Additionally, it is easy to use.

Kalevala Koru's flagship store is located at the heart of Helsinki City Centre in a district called Northern Esplanadi. The store is furnished attractively and the jewelrys are displayed in a clear, visual and customer-friendly manner. The interior is spacious and beautiful where one can get inspiration by just visiting the store. On top of that, price tags are marked clearly yet elegantly. Everything exudes consistency: from fonts and labels to jewellery. "Price tags tell the story of Kalevala Koru and desired association for shining prices", says Tuula Junttila, store manager at Kalevala Koru Esplanadi.



## What is the greatest hurdle in stores?

**Kaleva Koru resolved that with the help of Brother as they are printing price tags with the labelling machine Brother PT-D600VP with white on black tape.**

"It is an intrinsic part of the Finnish mindset that one prefers to have plenty of time to look at the products. Therefore, it is paramount that price tags are informative and clear. Explicit pricing also supports sales personnel's work and helps improve customer experience, for instance when the store is busy, customers can have a glimpse at the prices before getting served by salespersons", Tuula Junttila continues.

## Inspiring shop design

Sanna Jauhiainen is to be credited for the look of Kalevala Koru store in Esplandi. She also accounts for the pricing tags at the resellers of Kalevala Koru so that the consistent brand image sustains.

"It is wonderful to work in beautiful surroundings, in a good company", salespersons at Esplanadi Vilma, Inka and Marjut say. The Store Manager, Junttila, nods approvingly and concludes: "I would definitely use Brother products again".



## For further information:

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