

# BROTHER LABELING SOLUTIONS FOR RETAIL LOCATIONS

Brother has a variety of labeling solutions that help retailers gain instant access to information that can improve customer satisfaction.

Brother Label Printers and Label Makers provide labeling solutions for your retail-specific needs and have a small footprint making them ideal for compact workspace areas such as check-out counters, and back offices. In addition, connected devices can print directly from a smart device or PC, making it easy to print pricing labels, return/shipping labels, and more on the fly from any area of your retail shop, plus these durable labels can strongly adhere to a variety of surfaces, including inventory boxes and shelving units.

## WAREHOUSES

- Shipping and receiving labels
- Inventory and material asset tracking

## POINT-OF-SALE

- Shelf-life labels and tags
- Product labels and tags
- Serial and barcode labeling
- Online order and in-store pickup labels
- Curbside pickup and delivery receipts
- Item repair tracking with barcodes

## BACK OFFICE

- Office organization
- Asset identification
- Employee ID tags
- Breakroom organization



## Labeling Software & Apps For Retail Locations



**P-touch Editor<sup>1</sup> for PC/Mac**

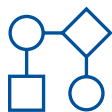


**iPrint&Label<sup>1</sup> for mobile devices**

There's a P-touch label maker and Brother QL series label printer to meet almost any retail business's needs. The Brother Print on the go from an Android™ or iOS® smart device using the Brother iPrint&Label<sup>1</sup> app. Creating and printing from a PC or Mac® is easy with the dynamic P-touch Editor Software<sup>1</sup>. It can even save time by simplifying tasks such as printing serialized labels from a database for inventory management, printing pricing labels, return/shipping labels, and more from any area of your retail shop.

## Brother Can Help Retail Locations

P-touch Label Makers and Brother QL Label Printers help your Retail environment improve efficiencies for customers and staff.



### OPTIMIZE RETAIL WORKFLOWS

Our label printers and label makers are compatible with smart devices across all the major operating systems. Retail professionals can create operational efficiencies and organize anywhere on the go – from the back office to the warehouse and even the shop floor.



### ADAPTABLE AND CUSTOMIZABLE

With free P-touch Editor Software<sup>1</sup>, the date and time can easily be added to labels, allowing you to print labels showing when goods arrived or needed to be shipped. Retail professionals can create labels with their company logo, add barcodes and save them as templates for quick reprinting.



### IMPROVE CUSTOMER SATISFACTION

From curbside and in-store pickup to mobile and online orders, accurate labels to identify customer orders are of vital importance. Generating real-time labels from virtually anywhere in your retail environment will improve customer satisfaction.



### SUPERIOR QUALITY AND PERFORMANCE

With Brother Genuine TZe Label Tapes, you can ensure you are printing durable, high-quality laminated labels that can adhere to a variety of surfaces in any retail environment. Brother DK drop-in labeling supplies are easy to load, easy to peel and prints without toner or ink.



**BROTHER QL**



**P-TOUCH**



**COLAURA**

Please visit <https://www.brother-usa.com/industries/retail> for more information.

<sup>1</sup> Additional download required. Software app compatibility may vary based on operating system. App availability may vary based on country.