



Case Study: **Martínez-Lorca, Madrid, Spain**

Brother offers optimised labelling solutions for opticians

Background

Keeping items organised to ensure quick and efficient customer service can be a challenge for retailers, particularly opticians. The labelling of glasses is a necessity for easy identification and to note price information, as well as information about product codes, in order to have all the data and information to hand at any time.

To address these needs, Brother's label printers were the solution of choice by an optical centre [Martínez-Lorca optical center in Madrid].

Previously using an ink printer loaded with label paper, which was producing half-printed labels on a daily basis and using more paper than necessary. This resulted in a loss of time, resource and poor service for customer, as they had to start the whole process again every time they found printing errors in a long series of labels.



Benefits

Brother QL series label printers can be connected to the opticians database via network or WiFi connection (depending on the model), meaning labels can be sent to print wirelessly from any of the three computers they have in store. Additionally, this saves sheets of labels that were previously wasted and speeds up the printing process. This in turn creates a more efficient process and allows employees to concentrate on other tasks.

"With the process that we used before, the labels did not print well and we lost a lot of time in generating something as simple and everyday as the identification of the price of the product. In each pair of glasses, we also offer the discount information, the date of purchase, the product code and the guarantee," said Juan José Rodríguez Ureña, optometrist and owner of the optical center Martínez-Lorca.

"The label is, for this reason, an essential information tool for our business that must be printed in the most efficient way possible. Thanks to Brother, printing is three times faster and without errors."



Solution

The solution provided by Brother is the QL-710W printer with network and WiFi connection.

The device uses direct thermal technology, which achieves an optimal finish for each label and avoids ink spills. The label printer is connected to the customer database from the P-touch programme (available to download from the Brother website and compatible with all operating systems), where you can modify and add specific information to each label, including images and logos.

In addition, the network card and WiFi allows the customer to place the device anywhere in the store, creating mobility and freedom.

**QL710W is replaced with the QL-800 series*

Products

- Labelprinter QL800
- Labelprinter QL810W
- Labelprinter QL820WB

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Juan José Rodríguez Ureña, owner of Martínez-Lorca.

