

WHITE PAPER:

# SCAN-TO-PRINT LABELING SAVES TIME, HELPS REDUCE COSTS AND BOOSTS ACCURACY

AUTOMATE LABEL PRINTING AND CREATE LABELS  
WHERE YOU NEED THEM WITH A STANDALONE SOLUTION



In today's volatile business climate, companies across all industry sectors are razor-focused on operating as leanly as possible to maintain and grow market share. But for many, an area ripe for streamlining may be surprisingly easy to overlook – label printing.

Whether the application is for inventory management, asset management, work in progress, quality assurance, finished goods or packaging, printing labels from a computer workstation often requires software development. A software solution is ideal for printing labels using data pulled from the system. However, potential limitations for using a computer workstation could make the process labor-intensive and interrupt the desired workflow.

Conventional, clunky label printing processes require associates to:

1. Open necessary computer software program
2. Search for the required data
3. Manually enter the information
4. Attempt to properly position the information for printing
5. And, finally, print the label.

In addition to being time-consuming, this approach provides plenty of **opportunity for human error**, especially if the label contains multiple lines of information.



*An accurate label (or labels) in a standardized format is printed on demand – without the need for a PC or mobile device*

## The advantages of automation

Automating this multi-step process with a scan-to-print application is a win-win – it helps save valuable time, reduces labor costs and ensures accuracy. Simply scan a barcode associated with the label and that label will print.

An accurate label (or labels) in a standardized format is printed on demand – without the need for a PC or mobile device. Label templates can easily be customized to a company's specific needs. For example, manufacturers may want to mark products with a date, serial number, model number, barcode, QR code and/or other variable data. Or, as part of quality control procedures, inspection labels including dates and names of the inspector can be created. Warehouses or 3PL companies can print barcoded labels with date and time goods are received, or post-date with a reorder, due date or expiration date.

### Internal IT handles solution set-up by:

1. Creating the needed label template(s).
2. Transferring the database and label templates to the printer.
3. Confirming configuration settings to ensure the application is 'labeling-ready.'

### Associate prints an accurate label in 1 simple step:

1. Use a barcode scanner or other types of input device like a programmable logic controller (PLC) directly connected to a label printer as a standalone solution, scan a barcode and automatically print accurate labels on demand.



*The solution slashed the time required for relabeling product ID labels down from seven minutes to one.*

## CASE STUDY:

# SCAN-TO-PRINT IN ACTION

### Before scan-to-print

Implementing scan-to-print capabilities delivered big benefits to a U.S.-based company that recycles and refurbishes cable modems, WiFi equipment and telecom network infrastructure equipment. The company has extensive labeling needs, with some individual items requiring as many as six different labels.

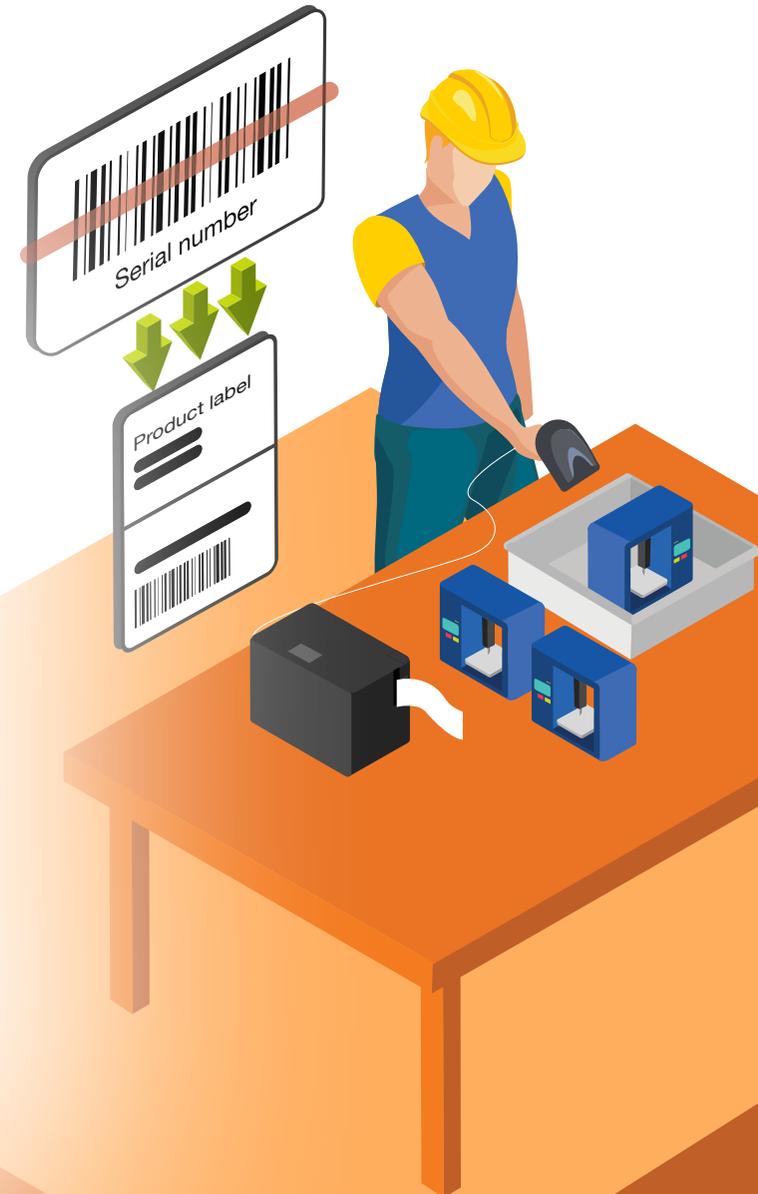
Previously, properly labeling or relabeling the equipment and printing shipping labels were laborious manual processes. For example, with one type of equipment, workers had to first check the product ID, then scour through hundreds of sheets of labels until they located the correct ones. For other types of equipment, workers had to manually key in information for multiple labels per part using a handheld printer.

### After scan-to-print

After deploying a scan-to-print solution from Brother, workers can now simply scan the barcode on a part and the appropriate label or labels automatically print out. In the case of product ID labels, the solution slashed the time required for creating new product ID labels down from seven minutes to one. The time and cost savings add up exponentially, with more than 50 printers in operation in 10 locations, and each printer averaging 50,000 labels per month.

The company chose Brother's scan-to-print solution for two reasons.

- The system's P-touch Editor software made it fast and easy to design a label and link it to a database.
- Brother was the only solution to offer the printing versatility needed for both component and manufacturer ID label applications: 100 percent laminated label printing for component labels that would resist heat, moisture, chemicals and UV abrasion, plus proven direct thermal printing ideal for clear shipping labels.



# THE ADVANTAGES OF AUTOMATION

Designed to help businesses improve efficiency, Brother's value-added scan-to-print application offers a number of key advantages, depending on your needs.

	Laminate Label Printer PT-P900 SERIES	4" Thermal Transfer Desktop Printer TD-4000TN SERIES
LABEL SIZE	Prints small durable, laminate labels (from 3.5mm to 6mm)	Prints larger thermal transfer labels up to 4" wide
DURABILITY	Labels are laminated during the printing process which protects against abrasion, dust, extreme temperatures, moisture, direct chemicals and UV exposures that are common in an industrial environment	Can achieve varying levels of resistance to extreme temperatures, moisture, chemicals, UV and mild abrasion with different combinations of media and ribbon (pick the right media and ribbon for your durability needs)
USEABILITY	Drop in the P-touch tape cartridge and close the top cover	More choices and variability to consider in selecting the right ribbon and media for your needs & conditions
CONSUMABLES	Prints on P-touch laminated tapes (print & laminate in one printer)	More versatile – can print transfer on a variety of media types and ribbons to adjust to durability and cost requirements
BEST FOR:	Small labels, serial number labels, inspection, asset management, calibration labels, inventory, reorder, etc	Carton labels, product ID labels, parts/bin labels, shipping labels
CONFIGURATION	Models available with Wi-Fi or Wi-Fi + LAN to print from multiple workstations. Add on: <ul style="list-style-type: none"> <li>• Battery + battery base to print from virtually anywhere</li> <li>• Touch Panel Display* – create date stamped labels, call up labels or manually enter data from the touch panel</li> <li>• Bluetooth® Module attachment for expanded communication</li> </ul>	Models available with 203 dpi up to 8ips or 300 dpi up to 6ips, with LAN or LAN + Wi-Fi + Bluetooth to print from multiple workstations. Add on: <ul style="list-style-type: none"> <li>• Label Peeler</li> <li>• Auto-cutter</li> </ul>
DESIGNING LABELS	P-touch Editor software, included with all PT-P900 series printers can be used to create a virtually unlimited library of customized label templates. Need to print variable data from a large database of items? No problem – it's easy to link a spreadsheet or database to a customized label template so that you can easily print a label using the variable data by selecting the record locator or identifier.	Bartender Ultralite included with all 4" Thermal Transfer Desktop models. Also integrates with leading WMS systems, prints directly from within SAP®, and is compatible with leading label design software such as Seagull Scientific's BarTender and NiceLabel's Label Management System.
LABEL TEMPLATES	Label templates and databases can be downloaded directly into the printer, eliminating the need to print from a PC or mobile device.	

\*Available on/with the PT-P950NW only

## Boost productivity and profitability

Sharpen your competitive edge with Brother's scan-to-print solution. With Brother's extensive experience and proven track record serving a broad cross section of industries, as well as our deep technology expertise and commitment to innovation, you can count on us to help you increase your productivity and profitability in today's intensely competitive marketplace.

## Explore printing and labeling solutions from Brother.

[Talk with a Brother labeling expert today.](#)

[Discover agile manufacturing solutions](#)

[Discover our MRO solutions.](#)

### 4" THERMAL TRANSFER DESKTOP LABEL PRINTERS WITH WI-FI



TD-4650TNWB  
TD-4750TNWB

### 4" THERMAL TRANSFER DESKTOP LABEL PRINTERS



TD-4420TN  
TD-4520TN

### P-TOUCH DESKTOP LAMINATED LABEL PRINTERS WITH WI-FI



PT-P900  
PT-P900W  
PT-P950NW