




A fresh approach to food labeling

SOLUTION GUIDE

Track food accurately and efficiently from production to delivery with Brother mobile printing solutions.



Labeling is fundamental to the food traceability system

The evolving environment

Significant new FDA regulations to the Nutrition Facts panel for food and supplement products are helping consumers make more informed choices about what they consume. All food, beverage, and dietary supplements must take action to comply with these new regulations. To keep pace with the rapid evolution of food production and delivery while supporting a safer, more digital, and traceable food system, the FDA has also established the New Era of Smarter Food Safety blueprint.¹

It is no surprise that the food supply chain and retail industries are striving to implement new technologies, including labeling technology, that will enable them to stay compliant.

¹ <https://www.fda.gov/food/new-era-smarter-food-safety>



Inaccurately labeled food can pose a serious health risk to the consumer

Food traceability

Food traceability is the tracking of food through all stages of production so corrective action can be taken when a problem arises. The primary concern is safeguarding the consumer and minimizing public health risks.

If food is labeled inaccurately, it can lead to the closure of a business or a life threatening risk to the consumer.

Brother has a wealth of experience in food labeling and understands the importance of transparency for the consumer. Efficient and accurate labeling processes help ensure customer safety and satisfaction.

Mobile solutions for food labeling

Not only is labeling key to the safety of foods, it is critical to protecting your brand. The challenge is that the emergence of new ways to prepare, package, and deliver fresh food to the consumer is evolving so quickly that labeling isn't a one-size-fits-all proposition. From today's new meal prep and delivery trend to fresh food counters in convenience stores, custom, compliant, on-demand labeling solutions are needed to support the trends.

Food traceability is another aspect of safety in the food chain. Traceability is mandatory to safeguarding the consumer and minimizing public health risks. At every point in the burgeoning supply chain, businesses must adhere to regulations for the tracking of food so identification and corrective action can be taken if a problem arises. The vast number of participants in this industry need fast, accurate solutions that ensure food traceability.



Fresh food and deli counter labels

Food is labeled at point of sale, in a supermarket bakery, fish counter or deli. The information needs to display price, ingredients, allergens and expiration dates. As these products are often sold in unmarked packaging such as paper bags, this information is absolutely key to informing the customer about their purchase.

Key Information:

- Barcode
- Expiration dates
- Allergy content
- Contents of the pack
- Price and weight information



Food preparation labels

The burgeoning meal prep and delivery market has increased the need for simple yet professional labeling solutions that identify package and meal contents, ingredients, freshness dates and more. Shipping and delivery labels are also part of this model. In addition, the trend toward fresh food in convenience stores, and faster, newer delivery methods in fast food restaurants have created demand for more flexible in-store labeling solutions.

Key information:

- Barcode
- Expiration dates
- Allergy content
- Contents of the pack
- Shipping





Warehouse / food wholesale labels

Food products at the warehouse need to be labeled before being distributed to supermarkets and other retail outlets. At this stage in the journey, the information contained in labeling includes the price, and depending on the product, the barcode, allergens and ingredients.

Key information:

- Barcode or product reference number
- Expiration dates
- Allergy content
- Contents of the pack
- Customer specifications
- Instructions or warnings for the staff



In-store labels

Price labels are typically made up on the shop floor. Staff are required to label the food products on location using a cart before placing on the shelf. Supermarkets rely on their reputation and when food is labeled incorrectly in store, they risk losing the trust of their customers.

Key information:

- Barcode
- Expiration dates
- Allergy content
- Contents of the pack
- Price reduction





Use Cases

Vegan trends

Vegan and vegetarian diets have seen increasing popularity in recent years. In fact, over 9.7 million Americans say they follow a plant-based diet – a number that has grown from 290,000 back in 2004.

However, the presence of animal products in a food is sometimes not obvious, for instance, gelatine in sweets, or L-cysteine used as a softening agent. Consumers expect the food industry to accurately label products to help them make more informed choices.

<https://www.ipsos-retailperformance.com/en/vegan-trends/>

Food allergies

Roughly 32 million Americans suffer from chronic food allergies.

Every year in the U.S., 200,000 people require emergency medical care for allergic reactions to food.

It is vital that food products are sold with adequate labeling about which allergens they contain, so that serious outcomes as a result of food consumption can be avoided.

<https://www.foodallergy.org/resources/facts-and-statistics>



Food poisoning

Incidents of food safety failures and cover-ups have caused consumers to question the traceability of their food more than ever before.

In 2015, for example, cucumbers imported from Mexico carried a Salmonella strain that infected up to 767 people.

Alarmed by the news of these food safety lapses, customers increasingly want the reassurance of information about the origin, shelf-life and contents of their food at point of sale.

<https://www.theclintoncourier.net/2021/03/23/the-5-worst-food-poisoning-outbreaks-in-us-history/>

Food safety

According to CDC estimates, approximately one in six Americans get sick from contaminated food or beverages each year, and these foodborne illnesses cause 3,000 deaths.

With information about use-by dates and cooking and storage instructions, consumers can take steps to avoid dangerous food contamination and food poisoning.

<https://www.cdc.gov/foodsafety/cdc-and-food-safety.html>



Benefits of mobile labeling



Food safety compliant



Standalone - no PC required



Clear and concise labeling



Less worker downtime



Reduces human errors associated with illegible handwriting



Fast print speeds



Reduce food waste with price markdown labels



Easy set up with durable print technology

The food labeling chain



Brother solicits industry input to continually improve the user experience



Quality of the print could be improved



High resolution outputs



Slow print speed



Fast print speeds across the entire mobile range



Interface between printer and production software. It's not always easy, sometimes there are printing delays.

France, Restauration collective adjointe responsable intendance



Well our issue is that we have to change about 50 labels per day. With digital labels we wouldn't need to change labels, it would work via our computer and Wi-Fi.

Germany, Retailer in food sector Geschaeftsfuehrer / CEO



Ribbons need replacing too often



Ribbon length of 300m for increased productivity



Software issues can delay the job



Standalone operation. No PC required and easy configuration



The only thing I would say is the ink running out, having to change that and order replacements. It could be improved if it had bigger ink rollers.

UK, Specialist food shop, Hongsheng mx5500



Our printer is not talking to the printer that will print them off. That is a technical issue not to do with the label. To improve this you would need to speak to the technical department.

UK, Manage restaurants PA to MD/Office Manager

TD-2000 series

Up to 2-inch label and receipt printing

Unlike standard direct thermal printers, the TD-2000 series offers the performance features and media capacity of a desktop printer, but with the option to go completely portable.



Optional touch display unit*

Standalone operation for a variety of applications. Product codes and food information can be stored without the need for a PC.



Spindle-less design for easy roll drop in

Simply drop in larger diameter rolls meaning less downtime for food labeling staff.



Compact footprint

Fits easily on carts, crowded worksurfaces and food counters.



Optional Wi-Fi® and Bluetooth® connectivity*

Hassle-free communication with a wide variety of mobile devices.



Wired Ethernet and USB as standard*

Easily connect to a single PC on a food counter, or connect to multiple devices using the integrated wired Ethernet.



Portable long life Li-ion battery*

Go completely portable so food can be labeled around the store.



WiFi



USB



Serial



Bluetooth



Ethernet



AirPrint



DPI



Speed



Optional Battery



Healthcare Wristband

	WiFi	USB	Serial	Bluetooth	Ethernet	AirPrint	DPI	Speed	Optional Battery	Healthcare Wristband
TD-2020		●	●				203	6ips max		
TD-2120N	●	●	●	●	●	●	203	6ips max	●	
TD-2130N	●	●	●	●	●	●	300	6ips max	●	
TD-2130NHC	●	●	●	●	●	●	300	6ips max	●	●

* Not applicable for TD-2020

TD-4 direct transfer series

Up to 4-inch label and receipt printing

High-specification, high-speed label printers for food labeling, featuring complimentary barcode label design software.



Powerful 'P-touch Editor'

Label design software for designing, uploading and printing food label templates.



Easy set up

Auto media configuration.



Speed and efficiency

Fast print speeds of up to 8ips for increased productivity.



Simple to operate

Easy to use for speed and efficiency.



Seamless integration

Print from a variety of retail management systems.



Media capacity

Accepts up to 4" / 102 mm wide labels.



WiFi



AirPrint®



USB



Bluetooth



MFi



Ethernet



DPI

Realtime Clock

TD-4410D



203

TD-4420DN



203

TD-4550DNWB



300



TD-4 thermal transfer series

Up to 4-inch thermal transfer printing

Brother's 4 inch thermal transfer label printers bring you improved operational efficiency with impressive ribbon capacity. Combined with seamless integration and modular design, print from virtually anywhere in the workplace.



Durable print technology

Printable with Wax, Wax/Resin and Resin ribbon.



Printer command support

Supports FBPL-EZD (EPL, ZPL, ZPLII, DPL) emulation.



Speed and efficiency

Fast print speeds of up to 8ips.



Seamless integration

Print from a variety of retail management systems.



Less worker downtime

Maximum ribbon length of 300m.











Customizable

Optional peeler, cutter and external roll holder.



MFi

	 WiFi	 USB	 Bluetooth	 Ethernet	 Serial	 DPI	 Speed	Direct Thermal	Thermal Transfer	 Cutter/Peeler
TD-4420TN		●		●	●	203	6ips max	●	●	Optional
TD-4520TN		●		●	●	300	5ips max	●	●	Optional
TD-4650TNWB	●	●	●	●	●	203	8ips max	●	●	Optional
TD-4750TNWB	●	●	●	●	●	300	6ips max	●	●	Optional

RuggedJet 2

Up to 2-inch label and receipt printing

Versatile connectivity for printing labels or receipts in the most rugged environments.



User flexibility

Compatible with a wide range of mobile devices and operating systems, making food labels easy to produce.



Easy to use

Mono LCD and 3 flat membrane keys.



Durable

IP54 rating – drop tested to 8.2ft (2.5m) without the need for a case.



Easy to integrate

Simple integration into existing applications with free software and free software development kits.

[Learn more](#)



Customizable

Power options include rechargeable batteries, AC adaptor, vehicle power kits and linkable battery chargers.



Lightweight

The lightest device ever, ideal for printing at any location within the store.

	WiFi	AirPrint	USB	Bluetooth	MFi	Uses	DPI	Battery	Speed	Size	Weight
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RJ-2030			●	●		Receipt	203	Li-ion	6ips max	4.8" W x 2.2" H x 3.9" L	465g inc battery
RJ-2050		●	●	●	●	Receipt	203	Li-ion	6ips max	4.8" W x 2.2" H x 3.9" L	465g inc battery
RJ-2140	●	●	●			Receipt & Label	203	Li-ion	6ips max	5.9" W x 2.8" H x 3.9" L	545g inc battery
RJ-2150	●	●	●	●	●	Receipt & Label	203	Li-ion	6ips max	5.9" W x 2.8" H x 3.9" L	545g inc battery

RuggedJet 3

Up to 3-inch label and receipt printing

Easily paired and connected rugged mobile printers that deliver all the right technology at the right time.



User flexibility

Compatible with a wide range of mobile devices and operating systems, including support for Apple AirPrint.*



Easy to use

3.3" colour LCD screen for more intuitive printing*



Durable

IP54 rating and drop tested – designed to withstand even the harshest of conditions in the warehouse.



Easy to integrate

Simple integration into existing applications with free software development kits.

[Learn more](#)



Customizable

Power options include rechargeable batteries, AC adaptor or vehicle power kits.



Lightweight

Ideal for printing on the go at any location in a retail environment.



WiFi



Bluetooth

MFi

MFi



USB-C



DPI



Speed

Direct Thermal

RJ-3230BL



203

5 ips



RJ-3250WBL



203

5 ips



* RJ-3150 only

RuggedJet 4200

Up to 4-inch label and receipt printing

Ruggedness and connectivity to empower workers to create and amend labels at any location.



User flexibility

Compatible with a wide range of mobile devices and operating systems, including support for Apple AirPrint.*



Easy to use

Mono LCD screen with back light. Great for dark warehouse conditions.



Durable

IP54 rating and drop tested up to 6.8ft (2.1m) – designed to withstand even the harshest of conditions.



Lightweight

Ideal for carrying on body in the retail store room, whether up a ladder or moving a food crate.



Customizable

Options include rechargeable smart battery, AC adaptor, vehicle mounting kit and more.



Customizable

Simple integration into existing applications with free software development kits (SDK).

[Learn more](#)



WiFi



AirPrint



USB



Bluetooth



MFi



NFC



Battery Included

	WiFi	AirPrint	USB	Bluetooth	MFi	NFC	Battery Included
RJ-4230BL			●	●	●	●	●
RJ-4250WBL	●	●	●	●	●	●	●
RJ-4230B			●	●	●	●	
RJ-4250WB	●	●	●	●	●	●	



Wrapping up the fresh food labeling challenges

It's no secret that the retail food industry is under pressure to respond to increased consumer demand for information about food. Concerns around food safety combined with a trend for healthier, more informed eating continue to drive the need for clarity on the ingredients, allergens and nutritional value in food products.

Food traceability labeling will also continue to play a key role in equipping retailers in the food sector with the means to meet changing legislative requirements for food to be correctly labelled through each stage in the supply chain.

Try a mobile printer for free

Put a Brother mobile printer to the test in your business to experience the efficiencies and value it can deliver.

Request a demo printer at [BrotherMobileSolutions.com/Demo](https://www.brother.com/usa/BrotherMobileSolutions.com/Demo).

Have questions?

Talk to one of our printing experts today.

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