



## Case Study: Echidna Sewing

Brother provides an affordable, flexible label and receipt printing solution to a growing family business

### The customer

Echidna Sewing are one of Australia's largest and fastest-growing retailers of sewing and embroidery machines and a Brother Authorised Reseller. Their core product is complemented by a wide variety of accessories, consumables and software, many sold under house brands. With a strong presence online and in four physical locations around Australia, Echidna's commitment to customer service fosters unparalleled loyalty and brand trust. Visit [www.echidnaclub.com.au](http://www.echidnaclub.com.au) to find out more.



### The challenge

Echidna Sewing were facing a number of growing pains, with increased order volume overloading administrative staff. An overhaul of their internal order management software allowed greater automation and streamlining of many processes, but they still needed powerful printing hardware to match. Requirements included:

- The replacement of an aging thermal printer in the warehouse which creates over 1,000 freight labels per month
- A new label printer to replace manual processes of addressing loyalty card mail outs. It needed to support large label stock and easily integrate with custom-written software
- High-speed receipt printers to complement a new web-based point-of-sale system in all brick and mortar locations







## The solution

After evaluating other market-leading brands, Echidna Sewing were disappointed to find most models were either highly specialised or far outside their budget. The Brother Commercial Division took the time to understand the business's unique requirements and proposed the TD-4000 Professional Label Printer. Its key feature was flexibility – thermal paper for receipts or labels for freight, a 102mm roll width for a wide variety of stock and a 110mm/s speed for fast receipt printing.

After a trial period, Echidna quickly determined that the TD-4000 could easily satisfy all three requirements in the business. The sophisticated print driver allowed each unit to be configured quickly for its task and gave the fine-grained control needed for custom paper stocks.

“I was amazed at what the TD-4000 could achieve,” said Erik Merkley, General Manager at Echidna Sewing. “I just didn’t expect to get everything we needed in the one product – the prints are sharp, it talks to our custom software and it’s fast!”

## The product

PRODUCT	MODEL NAME	APPLICATION
PROFESSIONAL LABEL PRINTER	TD-4000	Receipt & large label printing
LABELS	RD-S02C1	StarTrack and Australia Post freight labels
LABELS	RD-S03C1	Mail-merged address labels

## The benefit

The TD-4000 thermal printers suited Echidna Sewing's new automated processes perfectly. The small footprint meant address labelling could be moved from slow, centralised laser printers to an individual's desk. Plus Brother's simple print driver allowed the receipt printers to be tailored to Echidna's custom thermal paper stock and the built-in roll cutter makes receipt printing fast and professional.

“The TD-4000s greatly sped up our order processing,” said Erik, “and I can’t help but look around the office now and see so many other uses for them. I think we’ll buy a few more.”



## Contact us

For more information on this case study or to find out more contact the Brother Commercial Sales Team today at [corpsolutions.brother.com.au](http://corpsolutions.brother.com.au).