Bakeries Choose Brother for Food Label Flexibility

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CASE STUDY
National Bakery Franchise

THE CUSTOMER

A franchise owner from a national chain of bakeries approached Brother early in 2024 after Food Standards Australia introduced new laws requiring food labels to clearly declare common allergens.

This small but busy bakehouse needed a fast, flexible way to design and print labels so they could stay compliant without interrupting their workflows.

THE CHALLENGE

Food vendors are required to label every product with ingredients and potential allergens. To keep up with regulations without experiencing a drop in productivity, our client needed:

- A quick and easy way to create and print detailed, regulation-compliant labels
- The ability to edit and update labels without calling for IT support
- A printer that wouldn't take up too much space

THE SOLUTION

Brother worked closely with the bakery to analyse their requirements before recommending the QL-1110NWB Professional Label Printer with wireless networking.

- A compact but powerful label printer

- Simple set up and operation

- A range of connectivity options, enabling wireless label printing from desktop and mobile devices

- The flexibility to update and add label options using a computer interface rather than interacting with the printer itself

- Software Development Kits (SDKs) for Windows, iOS, and Android, ensuring simple integration with operating systems.

- Thermal printing capabilities

- Three-year warranty and complimentary lifetime customer care support

AT YOUR SIDE

As the bakery does not have an in-house IT team and needed an ongoing DIY solution, Brother stepped in to assist with the integration of the new printer with their business to integrate the new printer with their system.

As an additional service, the Brother team also ran a training session to show the business owners how to use the printer and associated software. This means they are self-sufficient and can create labels without the need to place an order or phone a supplier.

THE PRODUCT

QL-1110NWB Professional Label Printer - compact and reliable, this professional wide format label printer includes wireless networking. The following capabilities ideal for the food and beverage businesses:

- Maximum label width up to 103mm

- Range of connectivity options, print from desktop and mobile devices

- Template printing through USB host connected devices

- Print food labels to meet Food Standard requirements

- Create barcodes

- Software Development Kits (SDKs) for Windows, iOS and Android

- Print up to three metres of labels at a time

- Up to 69 labels per minute

- Thermal printing - no need for ink

QL-1110NWB Professional Label Printer

THE BENEFITS

Brother provided the bakery with personalised advice and a package that includes customised label design and templates. They now have a printer that suits their unique business needs and can make fast and easy updates as their product range evolves. The label designs are linked to a spreadsheet that acts as a database, meaning that changes—such as ingredient additions, barcode changes or price updates—can be made by the business owner directly in the spreadsheet.

Key features of the implementation included:

Powerful software: The included P-Touch editor has greatly benefited the bakery franchise. It enables them to create personalised templates, significantly enhancing workflow efficiency. Its design features allow the husband-and-wife team to develop custom labels that reflect their products and support their ability to white-label items.

Smart font resizing: The software automatically resizes text to fit the allocated space on the label, ensuring consistency without the need for manual adjustments.

Thermal printing: We introduced the bakery to thermal printing, which eliminates the need for ink or toners. This technology is ideal for bakeries that have a high volume of products with short shelf-life.

THE OUTCOME

The introduction of the QL-1110NWB Professional Label Printer has streamlined the bakery's operations. With the help of this printer, they have:

Two additional franchise stores have now adopted the same solution as it has proven to be simple and effective.

✓ Achieved compliance: They meet the national food labelling regulations, with labels that clearly list ingredients and allergens.

✓ Reduced costs: The thermal printer eliminates the need for ink, reducing operational costs.

✓ Increased efficiency: The spreadsheet-linked label system means labels can quickly and easily be created or updated.

✓ White label: The bakery can sell bread and other products to nearby stores with the necessary labels attached.

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at your side

At your side

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