DURABLE LABELLING
— ON ALL SHELVES

The Challenge

Previously Despecs warehouses did not have many product locations and therefore the labelling requirements were not very high, says Thomas Harboe Hald, General Manager, Information Systems & Marketing at Despec, Despec was using different types of labelling by hand, when needed, but when they implemented a new WMS (Warehouse Management System) and more product locations were added, an increasing demand for accurate high-quality labelling arose. Consequently, they expressed the need for a consistent, accurate and durable labelling solution to Brother. With thousands of stock items in two large warehouses in Denmark and Sweden respectively, Despec required a unified solution that was user-friendly and could handle barcodes.

Therefore, Despec started to search the market for suitable labelling solutions. They looked at different brands, including Brother, that they already had a good knowledge of as Brother's P-touch label printers and TZe-tape had been part of Despec's assortment for several years. The various brands and labelling solutions were all evaluated based on a series of specific demands for flexibility, quality, functionality and price. The conclusion was that beside being the solution they knew best, Brothers labelling solution was also the one that matched the demands the best.

The Solution

A Brother P-touch label printer for pc with P-touch Editor software was chosen for the job. It is fast and relatively silent, which is relevant when printing up to 6 kilometres of labels at a time. It takes a lot of labels as the warehouses are large and keep 8-9,000 stock items and a few thousand special order items. Therefore, the need for precise, clear and durable labelling is great. For this, Despec is using strong adhesive TZe-tape black on white for the location's check ciphers and black on yellow for the actual location numbers.

As a backup Despec has an older P-touch keyboard model, but as it is slower than the P-touch pc model it is only used for emergencies.

The Advantages

A great advantage of choosing Brothers P-touch label solution was that Despec were already familiar with the label printer and tape, and they knew how the solutions would match the demands for flexibility, quality, functionality and price. This also made it quick and easy to implement the label solution.

Thomas Harboe Hald, says that Despec's most important requirements for the actual labelling were:

- Clear – good contrast between background colour and print colour
- Precise – clear and crisp print
- Robust – labels that last for a long time

The selected solution with a Brother P-touch label printer and TZe-tape live up to all three labelling requirements and thus

takes care of business to the full satisfaction of Despec, as expected. And the built-in label design software makes it easy to design and print many labels with sequential numbering for the many meters of shelves in Despec's large warehouses.

"It works, and it lasts,"

says Thomas Harboe Hald.

The Company

Despec was established in Denmark in September 1992 only with two employees under the name "Despec Supplies". Despec – Dealer SPECialist – was the first actual distributor in the Nordic countries to distribute computer and printer supplies (ink, toner and ribbons). Today, Despec has more than 170 employees in Denmark, Norway, Sweden, Iceland and Finland and focuses on distribution to dealers in the Nordic countries. Their current range covers five large product categories; IT supplies & paper, IT-accessories, Ergonomics, Printers and office machines and Office Supplies.

CONTACT US

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Relevant products:

- **PT-P900W and PT-P950NWB label printers**

Extra strong adhesive tape:
- **TZE-S241 18mm black on white**
- **TZE-S251 24mm black on white**
- **TZE-S261 36mm black on white**
- **TZE-S641 18mm black on yellow**
- **TZE-S651 24mm black on yellow**