

Efficient and compliant food labelling for fast-food chain



Brother's labelling solution with central device updates made it possible for Sunset Boulevard to ensure accurate and streamlined labelling of ingredients at their restaurants across Denmark, Greenland and the Faroe Islands.

Manual processes slowing operations down

When working with food, correct labelling is crucial for customer safety. Readily accessible ingredient and shelf life information ensures that ingredients are always fresh and any food served is compliant with applicable regulations.

Sunset Boulevard is a Danish-owned chain made up of more than 40 restaurants offering a range of fast food. The challenge Sunset Boulevard faced was to label the ingredients for their broad selection of sandwiches and burgers - the job had to be done up to 50 times a day at their individual restaurants.

This was a manual process involving handwritten labels or pricing guns. It was a time-consuming task, and the fact that lots of different staff worked on it meant there was a risk of errors. To be performed correctly, this task required precise information on all products.

Brother got in touch with Jens Broch, CEO of Sunset Boulevard, and their initial discussion about an automatic date labelling solution resulted in the rapid implementation of pilot projects at several restaurants.

Kristina Hansen, Operations Development Consultant at Sunset Boulevard, worked together with the pilot restaurants and Brother to ensure continuous development and progress before introducing the resulting solution to the entire chain.

An error-free printing solution

The solution introduced at the pilot restaurants met Sunset Boulevard's labelling needs and their requirements in terms of functionality and applications. Brother's solution included a specially programmed Brother TD-2130N label printer fitted with a touch panel display for ease of use.

All ingredient and product shelf life information is specified by operations officers and automatically coded into the label printer. As a result, responsibility for ensuring labels include the correct information no longer rests with individual users.

This avoids a lot of manual errors, and the job of creating many labels every day is made easier. All their employees can create the labels – quickly, easily and intuitively.





“Our partnership with Brother has gone well, with regular discussions throughout the project and a high level of service. We’ve come up with the perfect solution that meets our need for fast and precise labelling of ingredients and products.”

Kristina Hansen, Operations Development Consultant at Sunset Boulevard.



Changes made centrally

One of the things Sunset Boulevard required was to be able to update all label printers simultaneously to include new information. The aim of this was to optimise operations, but also to ensure that all restaurants use the same specifications for their ingredients.

The solution involved installation of Wi-Fi modules on the label printers and linking them up to the restaurants' wireless networks. BRAdmin, the Brother administration tool, was used to make any changes just once before transferring the updates automatically to label printers at all the Sunset Boulevard restaurants across Denmark – and in Greenland and the Faroe Islands as well.

Compliant label printing

For Sunset Boulevard, it was crucial to ensure its labels were compliant with applicable legislation for the labelling of food, which involves the use of correct labels showing the time and date.

It was also important for them that the label printer be both intuitive and user-friendly so that staff can create labels quickly, without needing special training for labelling products.

An independent, mobile solution

All information on the individual ingredients is stored in the label printer, so no network connection is required. This means the printer can be moved to any location at the restaurant and labels can be printed from the best possible location.



TD-2130N

- High quality 300dpi print resolution
- Print labels up to 152mm/second (6ips)
- ZPL2 printer command language supported
- Three year return-to-base warranty
- Variety of accessories available for customisation



Contact us:

For more information on this case study or to find out more about Brother TD desktop printers, contact the Brother team today:

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