



How clever solutions
could transform your

warehouse labelling process

Learn how business labelling solutions could
maximise your warehouse efficiency



brother
at your side

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1 Keeping up with industry challenges

In the dynamic world of warehousing, efficiency and agility are key. Across the sector, warehouse and operations managers are constantly responding to changes in the market and adapting to keep up with consumer demands – and the pace of change shows no signs of slowing.

A glimpse into the industry:



€101.4 billion

estimated industry value in 2024, according to the IBIS World's Warehousing & Storage in Europe trends (2024-2029) report.¹

2023 trend

A recent JIL survey found that the primary 2023 trend in the European warehousing sector was investment in new supply chain technologies.²



1



The rise of superfast delivery services, like Amazon, has directly influenced customer expectations and behaviour. Consumers are ordering more and expecting faster deliveries, with 56% of UK online shoppers reported to think same-day delivery options are “important” – rising from 33% in 2020.³

And, **according to EMARKETER, the global e-commerce sector is expected to grow by nearly 9% in 2024.**⁴

This pressure on the e-commerce sector to keep up with quicker turnaround times has directly influenced the industry as a whole and, now more than ever, warehouses need to be able to fulfil shipments rapidly and seamlessly to meet growing demands.

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of UK online shoppers reported to think same-day delivery options are “important” – rising from 33% in 2020.³

1

Manual processing mistakes can cost your business

Manual processing mistakes can result in lost sales opportunities, delayed shipments, and customer dissatisfaction – and unhappy customers are much more inclined to switch to competitors offering faster service. In fact, 69% of consumers are likely to stop shopping with a retailer in the future if their order is not delivered within 2 days.⁵

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How are warehouses staying ahead?

In this ever-evolving landscape, more and more companies are introducing automated solutions. According to a recent survey concerned with the state of European supply chains, **47% of respondents prioritised introducing process automation technology in 2023** and **68% prioritised supply chain monitoring, tracking and visibility solutions.**⁶

The industry's move toward more sophisticated systems like these proves that exploring innovative solutions is a necessary step for enhancing efficiency, meeting changing customer needs, and maintaining a competitive edge...but where do labels fit into it all?

Read on to find out



2

Small changes, big transformation

While label printing may seem like a small component of warehouse operations, it can directly interact with broader processes and impact overall productivity.

Reducing time and errors in your label printing can yield significant improvements across your entire warehouse operations.



2

Learning from mistakes

The printing-productivity relationship is easy to recognise when you consider labelling errors, like blurry, illegible, or cut text, mismatched labels, or barcodes that cannot be scanned. These issues are incredibly common – in fact, in some recent Brother research, **37% of respondents reported experiencing issues because of label printouts** that did not match the label design, and 57% of reported inefficiencies were caused by labels that couldn't be properly scanned.⁷

There's no doubt that relying on incorrect printer setups or configurations can negatively impact warehouse operations. But alongside physical mistakes, inefficient processes also present a key productivity problem. How long do your staff spend walking from a printer to a product, for example? How long do they spend deciphering incorrectly printed labels? How much time could be saved by combining desktop and mobile printing?

The way you print labels could seriously streamline your warehouse. Small changes can create a BIG transformation.

57%

of reported inefficiencies were caused by labels that couldn't be properly scanned.⁷



Brother, “At your side”

Labelling requirements are different for every warehouse, but whatever your business might need, Brother is on hand to optimise your printing process.

Brother lives for the label, so you don't have to. This means that they understand how to optimise workflows by using the right printers, in the right places. It also means that they know which accessories and partner equipment to pair printers with to streamline warehouse operations as much as possible. Whatever your labelling requirements, this expertise allows your warehouse to get the most out of Brother labelling solutions and other specialist equipment – so you can kickstart your warehouse transformation.

Read on to discover how each of these solutions could maximise efficiency for your business.



The workstation transformation

A mobilised workstation offers an ideal solution for warehouse labelling that requires high-volume printing fast, and at-location.

Brother products are compatible with all types of workstation, whether standard models or custom-designed to enhance your specific working processes.

These mobilised workstations bring the desktop with you to eliminate time-wasting travel from a fixed station. What's more, they reduce safety risks as operatives don't have to move around the warehouse on foot as frequently.



3

The benefits



Making every step count: Using a workstation to mobilise an industrial label printer means no more wasted journeys from print station to products – saving time, costs, and resources. Plus, battery-operated workstations enable staff to complete work without relying on power sockets.



Making every label count: Printing at the point of application improves accuracy and reduces the risk of duplication or human error. Plus, integrating printers with in-house WMS or ERP systems can maintain data integrity from source to finished label, reducing the potential for mistakes in selecting the wrong template, ensuring traceability.



Making every hour count: Combining high performance and mobility can help you achieve peak productivity and save up to 80 hours of staff time per month.



Making deliveries easier: Scanning and labelling shipments directly in your warehouse's docking area speeds up how quickly you receive goods, enables more accurate inventory record-keeping, and helps operations run more smoothly.

3

Solving problems

In the world of warehousing, every minute counts. And, when it comes to labelling, unnecessary time spent walking between printer and product is one of the biggest costs to your business.

Did you know...

- ▶ **10 minutes of walking to a printer in a company with 5 operators can cost up to 1733 hours, or £30,505, a year?**⁸
- ▶ **Most mislabelling can be attributed to employees printing the wrong product label at a printer that's far away from their fixed print station? Aside from wasting time and labels for reprinting, mislabelling errors can result in costly delivery mix-ups and dissatisfied customers.**⁹
- ▶ **Up to 11% of label materials get wasted from label stock to final application due to errors or discontinued stock.**¹⁰

How can the Brother TJ series boost efficiency?

Read how Battaglio utilised Brother's TJ industrial barcode printer range to empower staff to swiftly print high volumes of labels and tickets and provide traceability for food passing through their warehouses.

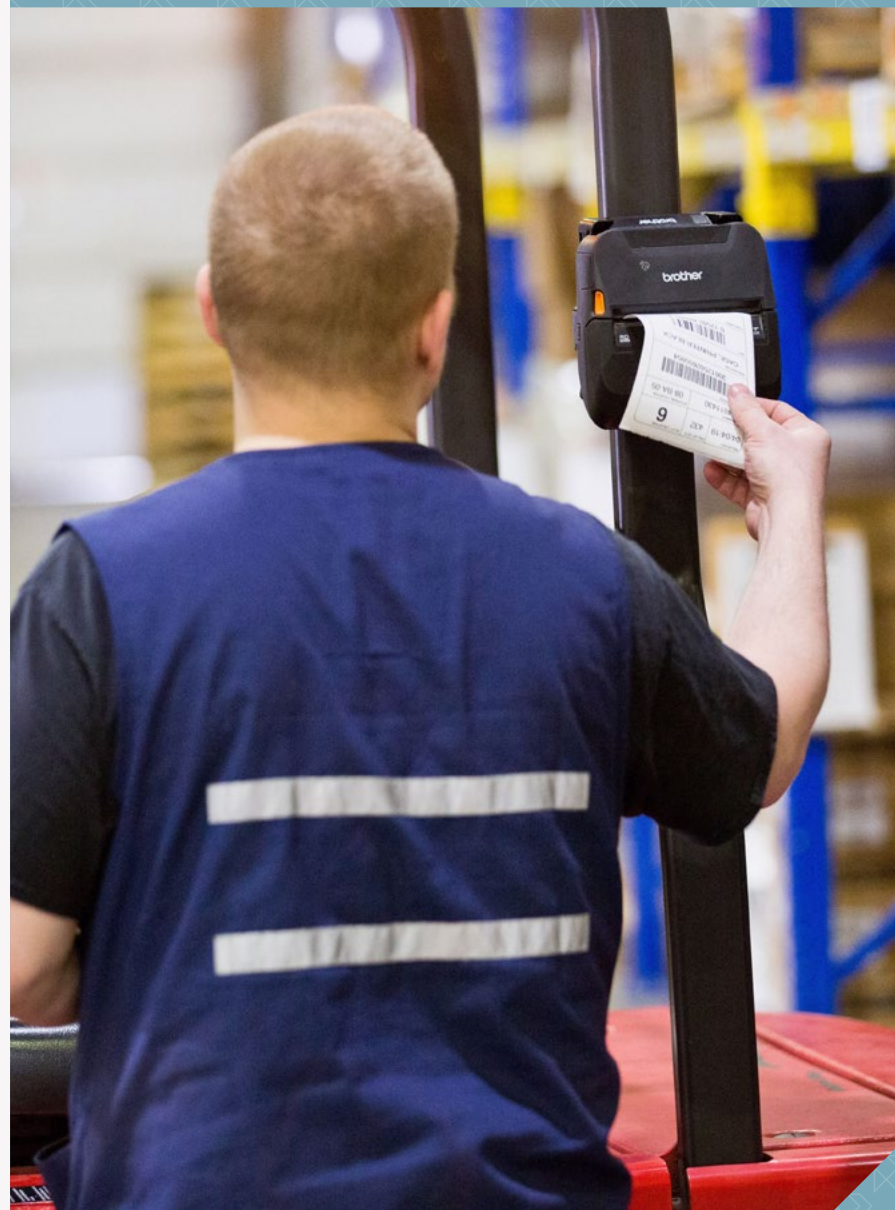
11%

of label materials get wasted from label stock to final application due to errors or discontinued stock.¹⁰

The print process transformation

Assessing and adapting your print processes and workflows can help you create a more efficient warehouse. The Brother experts will work with you to identify mobilisation and optimisation opportunities and implement specialist equipment to make label printing easier across different areas.

These changes can be as simple as using accessories with label printers to get the most out of them. This could include forklift mounts for increased flexibility and reduced errors, shoulder straps for convenient at-location label printing, or tablet holders for desktop printers to enhance productivity and autonomy.



4

The benefits



Optimising efficiency: By introducing mobile printers where they're most needed and increasing printing points around the warehouse, wasted walk time for staff is reduced and productivity is boosted. And, by utilising tablet holders to operate printers from a mobile device, warehouse operatives can increase working efficiency.



Optimising accuracy: Being able to print at the point of application means that operatives can access labels immediately as needed, so application becomes more accurate.



Optimising space: Swapping large printing setups to more streamlined solutions can free up valuable space for more stock and storage.



Optimising protection: Brother specialist protective cases safeguard your valuable kit from potential damage in a warehouse environment.



4

Solving problems

Bulky printers take up valuable storage space in your warehouse, but these outdated setups can impact efficiency too. Depending on your warehouse layout, staff can spend upwards of 10-30 minutes an hour walking between a fixed station to enter data and print labels.

These extra steps to a print station and back not only waste valuable time but also increase the risk of incorrect label identification – an incredibly common occurrence, with 76% of manufacturers admitting they've seen mislabelling on more than 10% of their goods.¹¹

Track your warehouse movement

To understand the difference this solution could make, try tracking the trips your material handlers make daily. How much of their movement is back and forth versus fluid and efficient? This distinction can make all the difference for productivity and your warehouse associates' physical well-being.

Case study

[Read about how Brother's mobile printing solutions boosted productivity, safety, and accuracy for Miniclipper Logistics' warehouses.](#)

Brother's solution saved Miniclipper between 60 and 80 hours of staff time every month.

76%

of manufacturers admitted they've seen mislabelling on more than 10% of their goods.¹¹

5

The solution

The pallet labelling transformation

The Brother 6-inch PJ mobile printer can provide a cost-effective solution for lower volume pallet labelling demands and is a great alternative to unnecessarily large models.



5

The benefits



Suited to your warehouse: This solution is ideal for small-to-medium-sized warehouses shipping 50-70 pallets per day.



Suited to your space: The 6-inch PJ mobile label printer is a compact option that makes room for more stock and storage. And, as a pocket-sized portable printer that can be vehicle-mounted, this solution allows you to print wherever you are.



Suited to your budget: This smaller, agile equipment can be more cost-effective to run than its larger industrial counterpart.

5

Solving problems

Pallet-labellers are often bulky, industrial-scale printers that may not suit the needs of small or medium-sized businesses. For operations where a heavy-duty solution isn't required, having such a large printer can be a wasted investment. They lack cost-effectiveness, occupy valuable floor space that could be better utilised for storage, and are usually in fixed locations – increasing walk time for operatives. With a staggering 59% of warehouses using over 90% of their available space, a more compact, portable labelling solution can free up much-needed room for stock or other operational requirements.¹²

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The Brother PJ range

The Brother PJ-762 thermal printer has already proved itself as a time-saver and productivity booster for [Soto Café's delivery drivers](#). But the newer PJ-862, PJ-863 and PJ-883 models take this even further. They're better equipped to work in your warehouse with handy Bluetooth connectivity (the PJ-883 has WiFi connectivity, too), making these printers perfectly suited to warehouse pallet labelling needs.

The packing bench transformation

The optimum packing bench does what it says on the tin – it's the perfect packing setup. Integrating Brother document and label printers ensure these systems work seamlessly together, side by side.

Brother's diverse range printers can be tailored to determine the ideal printer combination to meet your specific needs.



6

The benefits



Straightforward speed: With two Brother printers working together side by side, high-quality labels and documents can be produced without compromising on time. Plus, with support from one, responsive provider for both machines, downtime is minimised.



Straightforward support: Brother is “At your side” with free proof of concept, simple installation, and ongoing expert advice.



Straightforward versatility: This solution can be adapted to your warehouse’s needs to prioritise elements like high volume requirements, WiFi access, Bluetooth access, or integration with scanners and software.



One point of contact: Having the same supplier for your printers means that there’s only one provider to deal with when it comes to printer support. A single supplier also makes procurement and paperwork easier to manage.

6

Solving problems

Non-integrated printers for packing benches can cause disruptions in warehouse operations. When printers are sourced from different providers, receiving support from multiple sources makes the packing bench setup much more difficult to manage. Streamlining operations by integrating printers from Brother enhances efficiency and simplifies the support process. And, as a supplier of thermal, laser, and ink printers, Brother is “At your side” to help with a range of printing technologies.

With BRAdmin Professional 4, you can also gain useful insights into warehouse usage. This software tool can be used to manage network-connected Brother printers and other SNMP-compliant printing devices - allowing you to monitor and configure multiple devices centrally from a single interface.

Case study

[Read about how this solution helped create optimal productivity for Brother Industries' annual output of more than 1.25 million labels.](#)



Brother printer series

Optimisation in action:



RJ series:

The **RJ mobile** printers allow on-demand barcode label printing and can be paired with a forklift truck mount for convenient printing directly from vehicles.



TD series:

The **TD desktop** printers enable high-quality label printing up to 4 inches wide. They can be combined with a tablet holder accessory, allowing staff to operate the printer from a mobile tablet device.



PJ series:

The compact **PJ mobile** printers can print 6" labels from a small, portable device, making them a great alternative to a large industrial printer for lower volume requirements, and are easy to carry on a forklift truck.

Get in touch

Put Brother to the test risk-free with a free, no-obligation, 30-day trial.

Simply request your free demo today or contact Brother for a complimentary consultation with one of their labelling experts. They'll work with you to find the printing solution that will streamline your labelling process and maximise your warehouse's efficiency.



renovotec.com/brother-warehousing-logistics-solutions



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