Get more retail technology... spend less!

Affordable retail solutions to help increase productivity and efficiency while reducing waste.

A multi-billion-dollar global company providing in-store solutions.

For more than 100 years, Brother® has been providing cost-effective application-based solutions to retail companies – large and small – around the world.

Our goal is to offer affordable, reliable – and value-added – solutions that help increase productivity and efficiency, while reducing Total Cost of Ownership (TCO) for our customers, all backed by exceptional customer and technical service and support.

Why choose Brother?

Brother is a multi-billion-dollar worldwide company that offers a variety of printing solutions for the office and home, all-in-one, and fax markets, and are among the market leaders in store signage. As a leading technology provider to the small-office/remote office category, our products can be found throughout the operations of many Fortune 1000 companies. As a global company with over 100 years experience, Brother offers some of the most affordable, innovative and reliable products available.

Isn't it time you considered Brother for affordable, reliable and feature rich retail technology solutions?

Our name says it all ...

Brother's success is based upon its long built reputation of focusing on customer applications and requirements, then developing and delivering value-added solutions with our highly affordable and reliable products. The result: customized solutions for specific applications with cost-effective hardware/software to help improve productivity and efficiency.

Our commitment to customer service and support is virtually unmatched. We provide a variety of ways to assist you before, during and after the sale. The support we offer ranges from dedicated account managers assisting with problem/solution definition; to the design, implementation and post sale support of the solutions. We also offer online product and technical support direct to you, our customer; and back our products with a nationwide network of authorized service centers.

Affordable, user friendly, well designed retail business solutions, backed by the highest level of service and support is what Brother offers.
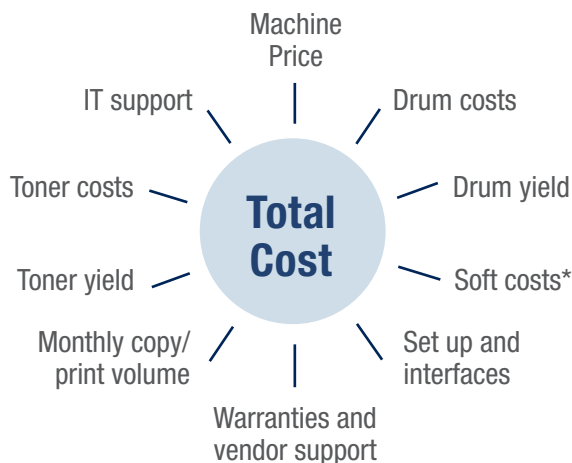
Single store or multi-store locations...
Brother® has a retail technology solution to meet your needs!

Hidden cost, hidden opportunities

Retail environments of all types face the increasing challenge of tighter budgets, making the benefit of a total cost of ownership (TCO) analysis significant. Careful planning helps ensure that you select the right equipment to meet all your needs (productivity, scaleability, ease of use, network compatibility, wireless capacity, etc.)

Ask Brother how we can help you conduct a careful TCO analysis. These types of analysis are typically associated with high-dollar technology purchases, however the same methodology can be applied to help you make smart purchasing decisions. Equally important, it provides credible documentation to support purchasing decisions as reasonable and cost effective, and demonstrate that your purchasing/decision making process has considered immediate and long-term impacts on budgets.

The total cost of a printer, fax or MFC

Machine Price

IT support

Drum costs

Toner costs

Total Cost

Drum yield

Toner yield

Soft costs*

Monthly copy/ print volume

Set up and interfaces

Warranties and vendor support

Offering affordable solutions to your business challenges.

In the retail industry, issues such as employee turnover, revenue loss, product shrinkage, inefficient product identification or poorly executed work processes are making technology integration a critical component of the retail business model. And in retail environments, Brother solutions can help add value and increase efficiencies.

Is there a specific one you would like to improve either through signage messaging, report printing or labeling efficiencies? Do you want to reduce errors and waste which are cutting into your bottom line?

Then talk to us. We have many application specific solutions that can help you reduce expenses, reduce waste and errors, for a variety of levels in your retail operations.

Scalable, affordable retail solutions to help you get a leg up on your competitors.

The reality most retailers face today is trying to simultaneously increase efficiency while decreasing operating costs.

Brother has long been a leader in providing dependable, feature rich solutions at an excellent value to retail businesses around the world. Our products have won numerous awards and accolades from some of the toughest critics in the industry, reinforcing Brother's reputation for high quality solutions, excellent value, rugged reliability and low total cost of ownership. Whether you operate one, fifty or hundreds of retail store locations, there are Brother laser printers, digital copiers & printers and all-in-ones to fit your retail needs and/or applications.

*Downtime, Space Requirements, Help Desk Calls, Setup Time

Affordable solutions for retailers.

Solutions to enhance your ability to increase lift, help improve store messaging, reduce inefficient inventory identification and increase productivity.

Brother has worked closely with many leading retailers to create value-added solutions for issues they face every day. These retailers span the full range of the chain-store industry – including department, convenience, supermarket, apparel, book and super stores, as well as a variety of other specialty retailers. We can develop and engineer a solution to address the applications and requirements of a specific retail environment. The following are some common solutions we offer for a variety of retailers.

Perhaps you'll find some of your own needs below.

Professional name-badge labels

Frequent employee turnover is a fact of life in most retailing operations, and new personnel are frequently added on the sales floor. Brother has a labeling solution for making professional-looking name badge labels in seconds – at a fraction of the cost of traditional custom name badge labels.

Shelf signage labels

Prices change, offers change, and today's hot "got-to-have" product can be tomorrow's clearance special. There is an affordable solution from Brother that enables you to create shelving labels and other small signage on demand – in the back office or as a part of an in aisle shelf edge labeling solution – in a variety of colors, complete with scannable bar codes, SKU numbers and pricing.

Food safety labeling for deli, food-service or QSR

Help reduce ring up and price gun errors as well as cut labeling time in your made-to-order, in-store bakery, QSR, or deli areas with a low-cost, easy-to-use, in-store solution from Brother. You can generate detailed food labels with bar-coded pricing, best-by information, nutritional labels, and other time/date-stamped "freshness" labels – right from a device using preset templates, automatically, at the press of a button.
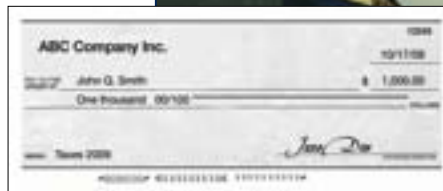
Increase back-office efficiency

While the majority of floor space is dedicated to the sales floor, whether large or small, efficient back office procedures are critical for smooth day to day operations. Brother has developed affordable, compact all-in-one (i.e. copy, print, fax, scan) solutions for even the smallest of your back office environments to help make every square foot available highly productive.

MICR check printing for customer service

In store check printing is easy and affordable with the Brother® HL-5255DN-MICR printer. The most affordable and reliable laser printer for check printing has a MICR (Magnetic Ink Character Recognition) toner delivery system that has been tested to achieve ANSI Standards.

Efficient front end in-store reporting

Fast and accurate store reporting is essential, and Brother has solutions to make printing, sending – either by fax, by e-mail, or by posting to your company's FTP site – and receiving and distributing reports, faster and easier than ever before.

Improve compliance with food safety initiatives

Brother solutions can provide accurate nutrition or other types of die cut labels instantly – right in your store – for only pennies a piece. This is ideal to assist you with meeting ever-changing regulatory compliance initiatives at the Federal and state levels, and can be easily and quickly adjusted to reflect emerging requirements, such as listing potential food allergens, trans-fat sources, and other issues.

Brother helps retail work more efficiently for less money.

Reliable, affordable products backed by...

Award-winning products

Brother® products have been widely recognized for innovative technology, reliability and value by industry leading publications, earning a host of awards every year in many categories. Brother's offerings are consistently among the top products recommended for best value, ease of use, and reliability.

Printing solutions

There's an award-winning Brother printing solution to address virtually every need within your retail environment – we offer low-cost compact monochrome lasers as well as more robust networkable color and mono lasers, and various models that offer Ethernet and wireless 802.11b/g connectivity. Additionally, we offer one of the lowest priced MICR check printers!

All-in-one solutions

Brother is an award winning leader in Multi-Function Center® products, and helped pioneer this category with models that provide various combinations of high-speed faxing, color and mono laser copying, printing, and color scanning. We also offer Digital Copier and Printer laser units that include many of the same functions, without faxing capabilities. Best of all, our two piece toner, drum consumable means low TCO (Total Cost of Ownership).

Fax solutions

Brother fax solutions are among the most widely used in retail businesses. There are personal and small office laser fax units for back offices, as well as high-volume, high-speed commercial and workgroup laser fax units for administrative offices in major store locations. Several models offer a Secure Fax feature, that password protects the printing of confidential faxes, such as in HR and finance areas.

Labeling and auto identification solutions

Brother is the among the leaders in labeling solutions. Its P-touch® Electronic Labeling Systems group offers a variety of models – handhelds, desktop models, computer label printers and dual-operation models – that produce durable laminated labels on demand. Almost any length, and in a variety of colors, for making bar code labels, instant name badges, shelf signage, instruction and warning labels and more. Brother's QL PC label printers produce low-cost, easy-peel die-cut labels on demand – including file-folder, shipping/mailing, CD/DVD, continuous banners up to 2 3/7" wide, and visitor badges – and offer models that also create auto time/date stamped labels for a variety of in-store applications*.

*Features and capability may vary by model and application

...exceptional service and support.

A trusted brand behind our products

Brother® products are designed to be exceptionally easy to use and maintained by practically anyone, right out of the box. In addition, Brother also provides outstanding technical support: in-the-box, on CD, 24/7 online and toll-free. In addition, Brother offers a variety of equipment maintenance agreements for all your product support needs. In the retailing industry, with its highly diverse and rapidly changing workforce, this is a great benefit, and a great value to add to your corporate help desk staff.

Brother field engineers

Brother's experienced field engineers are available to provide the essential hardware, software and networking technical expertise to produce a solution that not only addresses your needs, but integrates well with your current technology platforms. They also provide continuing support for your solution after it is up and running.

Nationwide service and support centers

Your investment in Brother's technology is well protected and supported by our nationwide network of service and support centers. With more than 2,000 locations in the U.S., your stores and regional management offices are never far from one of our authorized service centers.

Brother's commitment to the Environment

Brother International Corporation is committed to the preservation of the ecosystem for the enjoyment of generations to come.

Brother currently partners with the EPA in their Waste Wise Program and a member of RBRC's Call2Recycle™ Program. Many of our products are Energy Star compliant. Promoting the prevention of pollution by considering the efficient use of resources, we will evaluate the opportunities to recycle, reuse, reduce, refuse and reform resources throughout the life cycle of our products.

Recycle
Reform
Refuse
5R
Reuse
Reduce

ENERGY STAR

– Tadashi Ishiguro, President
  Brother International Corporation

The Right Company!
The Right Solutions!
Right Now!

- Help increase lift in store

- Enhance product ID

- Help improve back office efficiency

- Help increase front end productivity

- Seamless technology integration

- Help reduce overall operating costs

Call your partner Account Manager at 1-800-555-MALL for more information.

PC Mall

brother
at your side