

RETAIL SOLUTIONS FROM BROTHER

Accessible and Dependable Printing,
Scanning, and Labeling for Retail





Smart Print Management Designed for Retail

No matter where your retail business is on the road to digital transformation, paper documents continue to be part of the workflow. The challenge is in streamlining daily operations, while providing a seamless customer experience. Brother offers document management technology and solutions for your retail environment that can help improve daily retail operations, protect customer information, and facilitate communication between brick-and-mortar stores and corporate.



ACCELERATE WORKFLOW AND INCREASE ACCURACY

Brother offers print and capture solutions that convert paper documents and images so that you can easily store, organize, retrieve, and share information with others. This helps save time, reduce human error, increase productivity, and improve document workflow.



PROTECT CRITICAL DATA

Securing sensitive customer data and confidential information is a top priority for retailers. Brother printers, all-in-ones, and scanners offer triple layer security features that can help ensure the security of sensitive documents, devices, and networks. Implement security controls on select Brother devices to help your organization comply with PCI Security Standards Council.





Printing, Scanning, and Labeling Solutions For Your Retail Operation



WAREHOUSES

- Shipping and receiving labels
- Carbon copy printing
- Bills of lading
- Pick lists
- Inventory and material asset tracking



POINT-OF-SALE

- Shelf-edge labels and tags
- Quotes, receipts, and orders
- Product labels and tags
- Serial and barcode labeling
- Online order and in-store pickup labels
- Curbside pickup and delivery receipts



BACK OFFICE

- Employee records
- Invoices
- Cash out history
- Sales associate performance history



SHOP FLOOR

- Promotional materials
- Window and in-store signage (blowout and big events)
- Clearance signage





Brother Can Help Your Retail Store



Print On-Demand

Reliably print on-demand items at virtually any location, enabling you to immediately react to promotional activities, discounts, and planogram changes.



Manage a Mobile Workforce

Print from and scan to virtually all the major mobile devices¹ and operating systems, allowing for more time with customers and a better overall shopping experience.



Capture and Share Information

Scan documents to improve workflow communication throughout your organization, between locations, and back to the corporate office.



Mobile Printing and Labeling Solutions for Retailers

Print shelf-edge labels, pricing labels, return / shipping labels, and more on the fly. Brother mobile printing and labeling solutions provide wireless connectivity via Wi-Fi and Bluetooth® wireless technology and compatibility with popular devices across all the major operating systems – Windows, iOS, and Android™.



Please visit brother-usa.com/industries/retail/printers-scanners-mfps for more information.

¹ Requires connection to a wireless network.