

# Managed Label Services

Transforming the way you sell thermal  
printing technology

[brotherzone.co.uk/sps-zone](https://brotherzone.co.uk/sps-zone)





# Introducing Managed Label Services

**At Brother, we're always looking for ways to make it easier to sell our products and help you break into new markets.**

Our new service platform, managed label services, allows you to provide a brand-new solution to your customers. For the first time, you can offer them a subscription bundle of Brother thermal printers, third party hardware, software, services and supplies with costs spread over an affordable monthly payment plan.

The platform makes life much simpler for you too. Intuitive and easy to use, it allows you generate full quotes in minutes, with automated credit checks completed in as little as four hours. So you can deliver fantastic products with all-new levels of affordability, while vastly reducing your own admin time.

# The benefits for your business



## Immediate payment

Managed label services is the best of both worlds. You get your entire payment up front to maximise cashflow, while your customers can spread the cost to make it more affordable.



## Instant quotes

Keep customers engaged by preparing a fully costed credit quote in real time. And with credit checks automatically carried out in the background, you could be providing approval within just four hours.



## Easier admin

Free up your time and cut your paperwork burden with managed label services' fully automated system, covering everything from creating quotes to customer sign off. The management reporting also lets you track the status of all your opportunities from quotes to renewals.



## Enhanced customer service

Combine virtually any hardware, installation, service and warranty into one affordable subscription package, making things much simpler for your customers.



## Better customer retention

Reduce the need for new customer acquisition costs and minimise customer fall-outs, with automatic notifications at the end of customer subscription periods.



## Competitor differentiation

Stand out in a crowded marketplace by offering an extensive range of thermal printing solutions with the added bonus of more flexible payment options customers can't find elsewhere.



# The benefits for your customers



## Improved cashflow

Paying monthly subscription fees for their specialist printing technology services frees up cash to spend elsewhere, while still allowing them to have the latest products.



## Predictable costs

A set monthly subscription price that covers servicing and warranties means no big outlays, allowing for better long-term budgeting.



## Hardware and services combined

Managed label services allows your customers to combine Brother thermal printers, third party hardware and any additional services in one simple, easy-to-manage subscription bundle from one supplier.



## Enhanced service and support

Our industry-leading service packages keep their products up and running so they don't need to worry about unexpected maintenance costs and downtime.

# An unrivalled portfolio



Brother is the go-to name for thermal printers, with a wide range of products to cover an extensive number of applications including labels, tickets, receipts, wristbands and more. From our robust mobile printer series to our reliable thermal desktop printers, there's sure to be a solution to suit your customers' needs.



## TD series

Combining all the benefits of desktop labelling with the ability to add a battery for portability, the TD series delivers high-quality, reliable results for everything from receipts and tickets to visitor passes and shipping labels. With direct thermal printing for high-volume, low-cost labelling, and newly developed thermal transfer technology for exceptional durability, there's a TD printer for every job.



## PocketJet

Compact and lightweight, these handy mobile printers fit easily into briefcases and laptop bags, producing high-quality A4 documents wherever and whenever they're needed.



## RuggedJet

Lightweight yet tough, these durable mobile printers produce receipts, quotes and labels almost anywhere, with IP54 certification ensuring reliability, whatever the conditions.





## Best in class service packages

Your customers depend on their thermal print technology to keep their businesses running smoothly. And you depend on us to deliver trustworthy products that keep your customers happy.

Managed label services allows you to offer your customers, as standard, Brother's best in class, free 3 year return to base warranty, inclusive of print heads with up to 30km of print usage.

## Why Brother?

Our print expertise spans over 45 years, and we already provide thermal print solutions for major names like Subway and Day Lewis pharmacies.

We're now developing our specialist offering for the Auto ID market. We want you to be able to make the most of the exciting opportunities managed label services can deliver, which is why we provide "At your side" support alongside our products and services.

It includes specialist training to ensure you can sell managed label services with confidence and grow your business in a competitive marketplace.

**As a dedicated print expert, Brother is the perfect partner for your business.**

# Start benefitting from Managed Label Services now

To learn more about managed label services and the fantastic benefits it guarantees you and your customers, speak to your Brother account manager today.

**brother**  
at your side

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