



Customer: O.K. Auto Oy  
Country: Finland  
Model number: TD-4100N

The labelling solution for tires has made business more eco-friendly with improved service and quality.

*"Brother's label printer is a highly economical choice, as we can avoid recurring monthly fees and cost."*

said Jussi Tuominen,  
Service Manager at O.K. Auto Oy.

## The Customer

O.K. Auto Oy was founded in Jyväskylä, Finland in 1964 with a presence in six cities.

In 1997, O.K. Auto Oy has established a full-service facility in Kouvola, which offers authorized servicing for all Toyota cars, tires services and seasonal tires storage. O.K. Auto Oy takes care of about 400 sets of tires, which is approximately 1,600 tires.

They focus on customers' needs and requirements. Their environment is important for O.K. Auto Oy and Toyota strive toward zero emissions.

## The Challenge

Variation in handwriting could make it difficult to locate their correct tires. Human errors can cause time and money. Their labels have an aluminum base layer on their tires, which were hard to remove.

## The Solution

Brother's labelling solution for their tires labelling was easy to integrate with their customers' database. Their labels could be printed from their label printer for their tires. The adhesive is strong and could resist extreme conditions such as moisture and cold weather.

## The Benefit

Productivity could be achieved with fewer errors. It is easier to locate their correct tires because information is clear. Brother's labelling solution for tires labelling does not require any investment in software licensing as software comes complimentary.

## The Challenge

A large number of tires changes during a hectic summer and winter tires season has posed a challenge to them. Their information on their manually labelled tires could vary. The difference in handwriting styles has resulted in uncertainty and additional work to check.

O.K. Auto Oy has solved these problems in a true Kaizen style which focuses on environmental values, simplicity at work with improved clarity. Kaizen is a Japanese philosophy that is based on continuous improvement in service and quality. Together with their respect for their people, form their two basic values of Toyota's business.



## The Solution

Of the various options considered by O.K. Auto Oy, Brother's labelling solution could offer the best value with most functions and could be tailored to their needs.

The biggest advantage was the low investment threshold as there are no monthly fees incurred for software licensing. It allows connection to their existing Excel database easily to print.

Brother's labels have strong adhesion and could withstand extreme conditions such as cold temperature. Labels could stay intact without coming out easily. Labels are also easy to remove when required, which is environmentally friendly.

Brother's labelling solution is easy to implement and is a low-cost investment. It has helped to provide clear tyre labelling that is eco-friendly, increase productivity, operation efficiency and improve customer services.



Note: TD-4100N has been replaced by TD-4420DN.