



Customer: Kalevala Koru Oy  
Country: Finland  
Model number: PT-D600

## The Customer

Kalevala Koru Oy's flagship store deals with jewellery. Their store is furnished attractively and their jewellery is displayed in a clear, visual and customer-friendly manner.

Their interior is spacious and beautiful, where one can get inspiration by just visiting their store. On top of that, price tags are marked clearly yet elegantly. Everything is exclusive and consistent from their fonts and labels to their jewellery.

"Price tags tell the story of Kalevala Koru Oy and our desired association for our shining prices. Our former label printer had worked fine for years but our current one has got more versatile fonts. Thus, improves our visual marking of pricing.", said Tuula Junttila, Store manager at Kalevala Koru Oy.

## The Challenge

Kalevala Koru Oy had an older Brother's Electronic labeller. Their labeller was compact but do not include font options and had only one default label width. Hence, they require an improvement on their visual marking of pricing.

## The Solution

Kalevala Koru Oy found a solution to their visually challenging pricing needs with Brother's PT-D600 Electronic labeller.

## The Benefit

PT-D600 has various font options and can print on 3.5mm - 24mm TZe laminated labels, which can show informative pricing and is easy to use.

As Kalevala Koru Oy's store had already relied on Brother's solutions for years, they resolved their demanding pricing challenges and combine visibility and ease of use by using PT-D600 with various options, versatile font and label widths, making it easy to print informative price tags in an instant.

## What is the greatest hurdle in stores?

Kaleva Koru Oy has resolved their visually challenging pricing issue with Brother's PT-D600. They could print price tags using TZe White on Black laminated labels.

"It is an intrinsic part of our Finnish mindset that one prefers to have plenty of time to look at the products. Therefore, it is paramount that price tags are informative and clear.

Explicit pricing could support our sales personnel's work and improve customer experience. For instance, when our store is busy, customers could have a glimpse at our prices before getting served by our salespersons.", said Tuula Junttila, Store manager at Kalevala Koru Oy.



## Inspiring shop design

Sanna Jauhiainen has been credited for the look of Kalevala Koru Oy store in Esplandi. She also accounts for their pricing tags at their resellers in Kalevala Koru Oy so that as to ensure a consistent brand image.

"It is wonderful to work in a beautiful surrounding and a good company.", salespersons at Esplanadi Vilma, Inka and Marjut said. Tuula Junttila nods approvingly and concluded: "I would use Brother products again".

