



Customer: McDonald's Corporation
Country: Norway
Model number: TD-2130N

The Customer

McDonald's had opened their first restaurant in Norway on 18th of November 1983. Since then, over 50,000 Norwegians have worked for McDonald's and they have 74 restaurants throughout their country.

McDonald's goal is to be a modern and forward-looking company. When they plan for their future, they always have their customers' best interests at heart.

They have set ambitious goals for their business, with the support of their excellent partners. On their common journey towards success, the below are five areas of their focus:

- Ingredients
- Climate
- Finished product
- Local community around their restaurants
- their employees in their value chain

The Challenge



McDonald's has a large database of information for labelling their food, which is used daily in their restaurants' operations.

Finding the right information in their database to print out food labels can be very time-consuming, especially during busy operating hours. All food must be labelled, when their items were taken out from their freezer with use-by dates.

During busy workdays, it is unavoidable that their label printer could drop and damaged at some point in time and would require a replacement. This could lead to unnecessary expenses incurred for new label printer replacement.





Correct labelling of foods is important to ensure food quality. Labels with use-by dates are important for efficient stock rotation and reduced food waste.

With a picture of their food on their label, it would be useful to visualize their food contents.

“Easy to use and replace paper. Simple.”,

said Caroline Bjerke, Shift Manager at McDonald’s Morenen

Although their restaurants’ printers were updated locally by their Shift Manager, a central solution is preferred.

The Solution

Ekab Systemservice AS is McDonald’s IT provider. They have come up with a solution for food labelling in McDonald’s chain, that could increase their efficiency and reduce costs.

Their preferred solution is Brother's TD-2130N Professional label printer, with an LCD touch display unit which is an accessory they have purchased separately.

Today, 56 restaurants are using TD-2130N label printers. Their clear display panel has made it easier for them to operate. Their time spent in finding the right information for printing food labels has been significantly reduced. Furthermore, their label could include an image of their food. Labels that are used frequently are stored in their touch display unit 'hot keys'.

As their touch display unit is a separate accessory, they could replace this item if their printers were accidentally dropped on the floor, without replacing their entire printers.



TD-2130N label printers could integrate seamlessly into their company’s existing systems. As TD-2130N label printer comes with network capability, Ekab System service AS could update their database centrally for all their restaurants.

Most McDonald’s restaurants are using Brother’s labelling solution. Regardless of which restaurants, their staff could perform their job to their highest efficiency, accuracy and productivity. Their new solution has helped them to save time with reduced cost.

