



**Customer:** Martínez-Lorca  
**Country:** Spain  
**Model number:** QL-710W

## The Customer

Keeping items organized to ensure quick and efficient customer service can be a challenge for retailers, particularly the opticians. Labelling of glasses is necessary for easy identification, pricing and product code referencing, to ensure all information is available readily.

## The Challenge

Previously, they have used an inkjet printer, loaded with label paper to produce half-printed labels daily and used more paper than necessary. This has resulted in a loss of time, resources and poor customer service. They often found errors from their long series of labels printed.



## The Benefit

To address these needs, Brother's QL series label printers were the choice of Martínez-Lorca optical centre.

Brother's QL series label printers could connect to their customers' database via a wireless connection. Labels could be printed wirelessly from any of their three computers, they have in store. This has saved several sheets of labels which were previously wasted and had sped up their printing process. This has led to a more efficient process, allowing their employees to concentrate on other tasks.

“From our previous process, our labels did not print well. We lost a lot of time in generating something simple that need to be used daily such as identification of product pricing. In each pair of glasses, we offer discount information, date of purchase, product code and guarantee. Our labels contain essential information and must be printed in the most efficient way possible. Thanks to Brother, printing is three times faster and without errors.”, said Juan José Rodríguez Ureña, Optometrist and Owner at Martínez-Lorca optical centre.



## The Solution

The solution provided was Brother's QL-710W label printer with a wireless network connection.

Their label printer uses direct thermal technology, which can achieve an optimal finish for each label and avoid ink spills. Their label printer was connected to their customer database from P-touch Editor label design software (available to download free from Brother's website and compatible with most operating systems). From the available templates in P-touch editor software, they could edit, add specific information to each label, including images and logos and print wirelessly from anywhere within their store.

*\*QL-710W has been replaced by QL-820NW.*

### Labelling solutions

- QL-800
- QL-810W
- QL-820NWB

*"Previously, we were using an inkjet printer loaded with label paper to produce half-printed labels daily and used more paper than necessary. This has resulted in a loss of time, resources with poor customer service. We have to start the whole process again whenever errors were found in our long list of printed labels."*

*said Juan José Rodríguez Ureña, Optometrist and Owner at Martínez-Lorca.*

