



Customer: Despec Nordic Holding A/S
Country: Denmark
Model number: PT-P900W, PT-P950NW

The Customer

Despec was established in Denmark in September 1992 with only two employees under the name “Despec Supplies”. Despec – Dealer SPECialist was the first distributor in the Nordic countries to distribute computer and printer supplies (ink, toner and ribbons).

Today, Despec has more than 170 employees in Denmark, Norway, Sweden, Iceland and Finland, focusing on distribution to their dealers in the Nordic countries. Their current range covers five large product categories, IT supplies & paper, IT accessories, Ergonomics tools, Printers & office machines and Office supplies.

The Challenge

“Previously, Despecs warehouses did not have many product locations and labelling requirements were not high.”, said Thomas Harboe Hald, General Manager, Information Systems & Marketing at Despec. Despec was using different types of labelling by hand. When they implemented a new Warehouse Management systems and more product locations were added, increase demand for accurate high-quality labelling arose.

Consequently, they have expressed the need for a consistent, accurate and durable labelling solution to Brother. With thousands of stock items in two large warehouses in Denmark and Sweden respectively, Despec requires an unified solution that was user-friendly that could handle barcodes.

Hence, Despec started to search in the market for suitable labelling solutions. They looked at different brands, including Brother. They have a good knowledge of Brother's P-touch label printers and TZe tapes were part of Despec's assortment for several years. The various brands and labelling solutions were evaluated based on a series of specific demands for flexibility, quality, functionality and price. The conclusion was that besides being the solution they knew best, Brother's labelling solution was also the one who could match their demands.





The Solution

Brother's P-touch label printer integrated with PC and P-touch Editor software was chosen for the job. It is fast, relatively silent and could print up several labels at a time. They require a lot of labels as their warehouses are large with close to 9,000 stock items and a few thousand special order items. Therefore, the need for precise, clear and durable labelling has become important.

Despec is using TZe Black on White Strong adhesive laminated labels for their location to check ciphers and Black on Yellow laminated labels for location numbers.



Labelling Solution

- PT-P900W and PT-P950NWB Label printers



The Benefit

A great advantage of using Brother's P-touch labelling solution was that Despec was familiar with the label printer and tapes. They knew how the solutions could match their demands for flexibility, quality, functionality and price. This also made it quicker and easier to implement the label solution. Thomas Harboe Hald said that Despec's most important requirements for labelling were:

- Clear – good contrast between the background colour and text colour
- Precise – clear and crisp print
- Robust – labels that could last for a long time

Hence, Brother's P-touch label printer and TZe tapes could meet their requirements.

Brother's P-touch Editor is easy to use which allows design and printing of many labels with sequential numbering for many shelves in Despec's large warehouses.

"It works and it lasts.", said Thomas Harboe Hald, General Manager, Information Systems & Marketing at Despec.