



Retail Solutions

Brother printing, scanning, and labeling products to help meet the needs of today's retailers.

Printing, Scanning, and Labeling

Reliable, high-quality all-in-ones, printers, scanners, label makers, and label printers, that can help improve operations and allow for seamless information capture and sharing.

- **Warehouses**

- Shipping and receiving labels
- Carbon copy printing
- Pick lists
- Inventory and material asset tracking

- **Point-of-Sale**

- Shelf-edge and product labels and tags
- Quotes, receipts, and orders
- Serial and barcode labeling
- Online order and in-store pickup labels

- **Back Office**

- Employee records
- Invoices
- Cash out history
- Sales associate performance history

- **Shop Floor**

- Promotional materials
- Window and in-store signage
- Clearance signage





Document Management Designed for Retail

From the registers and aisles to the warehouse and beyond, Brother solutions for retail can help boost operational efficiency, protect critical customer data, and streamline communication from brick-and-mortar to corporate, allowing businesses to focus on what matters most—the customer.

- Print point of sale material, price tags, and self-edge labels.
- Electronic information sharing between stores and corporate offices.
- Print on location with customers.
- Retire legacy systems simply and effectively.
- Compact machines that use space efficiently.
- Cost-effective solutions that operate within strict budgets.
- Predict and prevent downtime and lost business.



HL-L9470CDN & QL-1110NWB

Warehouse Printing

Print dispatch notes from anywhere in the warehouse and allow staff to process orders where they are most needed.

- Save time by reducing unnecessary stock management.
- Flexible technology that can print dispatch notes and everyday printing from one machine.
- Large capacity toner and trays for high-quality, large volume printing.



QL-1110NWB & QL-820NWB

Stock Management

Print delivery, goods-in, and shelf-edge labels.

- Accurate and clear, avoiding illegible handwriting.
- Quick and easy to scan barcodes.
- Reduce media wastage.



MFC-L5715DW

Capturing Customer Data

Stay with the customer while you copy their identification.

- Maintain a high level of customer service.
- Confidential information automatically saved.
- Accessible only by authorized staff.



QL-820NWB & PTD-610BT

Staff Identification Badges

Save time and money by creating durable staff and visitor ID badges.

- Compatible with devices across major operating systems.
- Handles high-volume jobs with ease.
- Protected with unique, long lasting lamination.



QL-820NWB

Repair and Returns Barcode Tracking

Streamline workflows for customer returns and repairs.

- Improve accuracy and inventory management with consistent, scannable barcodes.
- Enhance customer experience.





Online Orders and Curbside Pickup

Optimize sales and pickup with on-demand receipt printing.

- Print linerless labels for mobile pickup.
- Choose from a variety of mobile or desktop options to optimize workflows.
- Front of house labeling for price markdown, shelf labels, and return labels.



QL-820NWB & QL-1110NWB

Archiving

Scan and automatically save delivery and goods received notes to your business database.

- Share delivery notes and good-in notes with the warehouse.
- Accurate, avoiding misfiling.
- Save time, with administrative tasks.



ADS-4900W

Back-Office Printing

Effortlessly print orders, dispatch notes, and invoices.

- Print large volumes with high-capacity paper trays.
- Save costs by using high yield toner cartridges.
- High-quality, easy to read text.



HL-L9470CDN

Delivery Note and Document Scanning

Scan and save delivery notes on arrival and instantly share with office staff for faster order processing.

- Archive with one-touch, saving time on warehouse administration.
- Fully integrated with existing stock management systems.
- Easy-to-read digital files, labels, and work-in-process labels.



TD-4550DNWB

Secure Printing

Ensure sensitive customer information remains confidential with NFC badge or PIN authentication. Documents can only be released by authorized personnel.

- Secure printing reduces the risk of sensitive customer information being left on printers.
- Flexible access based on staff needs via individual profiles.
- Clear, easy to read text, reducing errors from handwritten documents.



MFC-L6915DW

Printing, Scanning, and Labeling

As a trusted partner in document management, Brother is At Your Side from deployment to ongoing support.

- Triple Layer Security helps safeguard the network and provides solutions for document and device management, protecting critical customer and employee data.
- Priority Exchange limited warranty program offers peace of mind with next business day delivery of replacement units. Available to priority accounts or with the purchase of an extended warranty.
- Deployment support to streamline the process and ensure that devices across the fleet are in line with company standards.
- Customized workflow solutions ensure productivity at all locations — from cash wrap to corporate offices.
- Compact machines, perfectly suited for the retail environment — where space is at a premium.
- Print from and scan to virtually all major mobile devices and operating systems, allowing for an enhanced shopping experience.
- Tools like Brother software development kits seamlessly integrate label printers with retail applications from a mobile device.



Brother Genuine Supplies



Brother Genuine supplies offer sharp black and vivid color output, while also providing consistent and reliable printing for retail signage, reports, and more.

- High yield replacement toner and ink cartridges available.
- Formulated for professional color or black and white prints.
- Developed for superior performance and engineered to work seamlessly with Brother printers.

VPP⁺ Value Print Program Plus

The Brother Value Print Program Plus (VPP+) offers exclusive benefits, including discounts on Brother Genuine supplies with the purchase of select Brother printers and all-in-ones.

- Discounts on Brother Genuine supplies help lower total cost of ownership.
- Includes a limited warranty extension for three full years of coverage.
- Access to a remote monitoring and management platform for easy supplies replenishment and device configuration.
- No data collection software (DCA) needed on select Brother models*.
- Connect to Server on-screen button securely links to the cloud platform via HTTPS*.

*Available for all devices that support Brother Solutions Interface (BSI).





Contact a Brother representative to learn more about Brother printing, scanning, and labeling solutions for retail.

www.brother-usa.com/industries/retail