



Customer: Soto Café
Country: Spain
Model number: PJ-762



The Customer

Founded in 1940s in Seville, Southern Spain, Soto Café is a pioneer in the packaging of sugar in Andalusia. Started as a distributor for boxed sugar, their company has expanded their operations to include distribution of a range of coffee-related products for the food and hospitality industry.

In 1990s, the company aims to maintain the essence as a family business while modernizing their operations for the 21st century. Part of their modernization effort is still in execution today with a strong commitment to the environment which includes using all their packaging with maximum energy efficiency in their facilities, biodegradable and recycled materials.

Soto Café has modernized their machinery in all their roasting and packaging processes so they can trace their supply chain from their coffee bean right to their coffee cup. Multiple protocols have also been introduced for quality control to ensure that each kilogram of coffee roasted in their facilities remains the best quality.

The Challenge

Soto Café needs to improve their route accounting process for their drivers who need to generate delivery notes and invoices on the road for every merchandise delivery made to their customers. Their old processes were unable to cater to their customers' needs which will affect their corporate image.

Documents need to be without errors. Previously, their drivers had used a direct thermal mobile printer for printing out their documents. Their document was in three-inch size which was too small to include all their necessary information, making it difficult to read and archive for their customers.

Hence, Soto Café decided on having A4 size documents to include more details, improve their format and print quality.

Overview

The Challenge

Printed documents could not provide the necessary information required by their customers, affecting their brand image.

The Solution

Portable A4 printing solution by Brother's PJ-762 mobile printer.

The Result

Their new solution has saved time and increased productivity while reinforcing a professional brand image for Soto Café.



The Solution

To overcome their challenges, Soto Café has selected and deployed Brother's PJ-762 portable thermal mobile printers to cut down their unnecessary expense incurred by their previous solution and produces more professional-looking documents in A4 size.

PJ-762 mobile printer is compatible with Android, offers integrated Bluetooth and USB connectivity which allows printing from virtually anywhere. Print at a speed of 8 pages per minute, Soto Café has also purchased optional accessories to complement with their on-site printing.

Optional Accessories

- PVC case allows installation of their printer in their vehicles and comes with IP54 certification for protection.
- Vehicle charger ensures their printer is always ready to print without the need to charge their batteries from a wall socket outlet.

With these accessories, Soto Café could cater to the needs of their drivers and customers which has increased their customers' satisfaction while providing a more competitive service.

To ensure the success of their deployment, a pilot test was carried out with their delivery drivers filling in delivery notes and invoices that they have created onsite using a tablet and print out A4 size document from PJ-762 mobile printers.

“With Brother's PJ-762 mobile printer, we have improved our print quality and corporate image, which is essential to survive in the current competitive market.”

Gloria Vela, Head
Soto Café Administration

The Result

With Brother's PJ-762 mobile solution, Soto Café could dramatically improve their brand image by producing professional and high-quality documents. In addition, these documents have provided clearer and more accurate information for their customers without any errors, making them more compliant for audits.

Their solution has increase productivity and saves time for their drivers who could focus on accomplishing their tasks to provide greater value. Their printers could be charged in their vehicles which are more efficient while eliminating the need to travel back to their office to charge batteries. Their PVC case with paper roll installed provides greater flexibility and autonomy for their drivers as they do not need to constantly replace their supplies.



PJ-700 series mobile printing solution



No ink required for direct thermal printing technology



Briefcase and in-vehicle integrated optional accessories available



Flexible paper options with low consumable costs



PJ-700 series mobile printer