



Customer: Smooth It
Country: Finland
Model number: TD-2130N

The Customer

*“TD-2130N label printer has streamlined our workflow because we could now date our label the day before, making our work easier for our morning shift staff. Our evening shift staff could prepare our labels, which has helped to speed up our next day operation.”,
said Irina Nurmi, company owner, Smooth it.*

Smooth it – handmade snacks

Customers love to have a smoothie when they shopped, where they could purchase it on the go.

Smooth it was opened in Turku, Finland in July 2015. Within 5 years, they have expanded to 15 stores. Their company is proactive and keeps up to date with the latest developments and industry trends.

*“We have two label printers which we use to label our products. We only use domestic berries, natural raw ingredients and fresh fruit in our products, which is in line with our promise to our customers.”,
explained Irina Nurmi.*

The Challenge

Initially, Smooth it bars were located in the food stores. They used the stores' scales to print labels. As their operation has expanded with a food preparation kitchen, their company requires a labelling solution to cope up with their operations.

The Solution

Smooth it has worked with Brother corporate solution team on their requirement.

Brother's team had designed their labels with contact details, EAN code and contents. Their labels were pre-printed from TD-2130N beforehand for their smoothie and ingredients.

The Benefit

TD-2130N is a perfect label printer for a growing company, who needs a mobile printer that could print without a computer.

Efficiency and productivity have been increased and their labels printed looking professional as they have adopted an uniform look.



The Benefit

The benefit was substantial as it works more significantly and efficiently. Previously, their labels were printed out manually in each store.

With Brother's labelling solution, they could get their products out to sell quickly as their evening shift staff could pre-print their date on their labels the day before, making their workflow easier, especially for their morning shift staff.

Their labels printed look professional as they could adopt an uniform look, which has improved their product appearance and branding.



“Our labels look identical in each store, which is incredibly important to highlight our brand and make it more easily recognisable.”, said Irina Nurmi.

Highly recommended for restaurants and cafes

Irina Nurmi is satisfied with Brother's labelling solution as it is easy to use and takes only a few seconds to change their roll.

“We have also planned to expand to other cities. in which, we also need the printers there. I can recommend this solution to similar businesses in restaurants and cafes that supply products to retailers, such as fitness chains, school cafeterias or hospital canteens, for instance.”, stated Irina Nurmi.

Smooth it views their black and white label as a part of their brand, as it is similar to their labels use on their products in their store's counter, which indicates their craftsmanship and local connection.

“Our products always convey our sense of being produced locally. We didn't want our labels to look too industrialise because our products aren't that.”, Irina Nurmi concluded.