Food Labelling Solutions

Customer: McDonald's Corporation
Country: Spain
Model number: TD-2120N

The Customer

Based in Spain since 1981, McDonald's Spain has more than 500 restaurants across Spain, with around 24,000 employees.

McDonald's values revolve around delivering a great restaurant experience, which their owners or operators, suppliers and employees have worked together to achieve this unique McDonald's way.

With a vision "to be the favourite place and the way of eating for their customers", McDonald's has directed their efforts and resources to reach 100% of their consumers' satisfaction in each of their visits to their restaurants.

In recent years, McDonald's has been involved in a digital transformation to ensure that they could continue to provide outstanding customer service across their restaurants.

"The integration with Brother's label printers in our global solution to digitise our operations was the best solution. It has made our food label printing more efficient which is a key process in McDonald's kitchens.", said their Restaurant Solutions Manager at McDonald's Spain.

The Challenge

McDonald's Spain was using desktop standalone printers in their kitchens to print food labels when required but without adequate software to meet their requirement. Their day-to-day operation was not easy. This left their employees with labels that only had some information they require to control their food processes in their kitchens.

As part of their global digital transformation, they have decided to develop their software to digitise all operations in their kitchen and make their food labelling process more user-friendly and efficient.

The Solution

McDonald's Spain has worked with their technology partner (INTOWIN) to develop a digital solution, called "MiTurno", to improve their operations in their restaurants and print food labels in an intuitive and user-friendly way.

MiTurno is a suite of digital tools for operational management of their restaurant so that everything is within their control of their restaurant. Their software has helped McDonald's employees to manage secondary shelf life, times, plan everyday maintenance tasks and master SIO (shift into overdrive) tools, among their other applications, enabling their shift managers to make efficient and informed decisions.

As part of their software development, Brother's TD-2120N label printer was integrated into their solution. Their employees could print labels as and when required, enabling them to complete their processes easily and efficiently with their new software platform.

The Result

Their solution combines MiTurno software with Brother's TD-2120N Professional label printers have increased productivity for McDonald's Spain and eradicate mistakes during labelling. Their software could register and track everything in cloud, ensuring information on the new digital processes is available at any time.

Their software has added benefit of digital "timers", which ensure their printers do not print when a label has a short life, which is cost-saving on label production.

Since their implementation of their new solution, McDonald's Spain has noticed two hours of operation saving daily in their administrative tasks, a reduction in their device and printing costs, which has improved their waste management and customer service.

"This new digital solution with Brother's label printers gives our shift managers clear visibility in our restaurant operations and make us more efficient and productive.", said their Restaurant Supervisor at McDonald's Spain.

Operations IT Lead in McDonald's Spain said

" Stopping the use of autonomous printers was a good decision.

Our entire printing process is now integrated into our global operations solution. "