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Choice Meats

A flexible but robust labelling solution for expanding catering business



Blackpool-based fresh and cooked meat supplier Choice Meats delivers around 160 orders per day to its book of over 400 trade customers across north-west England, from Penrith to Manchester.

Running this operation efficiently requires a well-run order management and labelling system. Previously, the business had been labelling orders using printers attached to two large weighing scales, which was creating a bottleneck.

-  Portable, flexible solution to warehouse labelling
-  Intuitive database compatibility
-  Streamlined logistics process

Bulky machines meant wasted time

Paul Fleetwood, office manager at Choice Meats, said: “The previous solution wasn’t ideal as the scales we were using as labelling machines are advanced, expensive pieces of equipment, so not a cost-effective solution. They were also big, bulky machines that couldn’t easily be moved around the warehouse, so constant trips were being made back and forth between the goods for dispatch and the printer, again costing a lot of time.

“As we continue to expand, it became clear that we needed to upgrade our capabilities to keep pace with the number of orders we were handling each day.”

“The help and support we received from Brother meant the transition to the new system was smooth, and the units have proved extremely reliable in the three months they have been up and running so far.”

Paul Fleetwood, office manager at Choice Meats



A lightweight, portable solution

To address these issues, the business upgraded to four Brother TD-2120N professional industrial label printers. The units weigh just 1.3kg and can print 5.6cm-wide adhesive labels at speeds of up to 15cm per second.

Paul Fleetwood added: “The Brother units have solved both of the issues we had when using the scales. Firstly, they are able to store all of our customer information, so operators can simply type a four-digit code into the touch-screen display and the printer will prepare a label including the customer’s name and address along with the order date, a Julian encoded packing date and our logo. While they operate independently most of the time, which was a key concern for us, they also work hand-in-glove with our PC-based customer database, so adding new customers or updating details is a quick and simple operation.

“Secondly, they are highly portable and battery powered, so our people can take them with them to whichever part of the building they are working in at that time. This has significantly streamlined the process and made us more productive as a result. As well as being light and portable, the units are also well-built and will be able to stand up to the everyday demands of the shop floor.

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