

TOSHIBA

Operations unleashed: barcode printing made easy

Discover how today's barcode printing solutions save you time and money—and unlock new capabilities to transform operations.



Barcodes: the backbone of modern operations

Something momentous happened in 1974: a pack of chewing gum became the first barcoded item to be commercially scanned at a US supermarket checkout.

Since then, the versatility of the humble barcode has transformed operational processes in industries as diverse as retail, transport and logistics, healthcare and manufacturing. Making it easier and faster to keep track of inventory, record transactions, undertake quality and safety checks, reduce errors – and more.

There's little doubt that barcodes play a pivotal role in keeping today's workplaces running smoothly and productively. Today, barcode and RFID solutions are used for everything from product labelling in retail environments, through tracking and management in logistics, to pallet labelling in manufacturing. And, according to a recent NHS Scan4Safety report¹, these technologies generate significant efficiency savings in healthcare settings, while improving patient safety.

At Toshiba, we understand that barcodes are the beating heart of your operation. Which is why our barcode printing solutions offer all the functionality you'll need to keep your business moving.

Let's take a look at how we do it.



¹ GS1 and DH report: Scan4Safety, 2020, UK - <https://scan4safety.nhs.uk/evidence/>



Unpacking the barcode challenge: What's holding organisations back?

Eliminating manual errors, speeding up processes and undertaking real-time track and trace. These are just some of the reasons why organisations embark on barcode printing.



Whether that's portable printers that help mobile workers and field-based personnel stay productive on the move. Or desktop printers for laboratories, offices and warehouses, where operational efficiency depends on being able to print labels at the touch of a button. Or industrial printers capable of handling high volume demands, like labelling parts and products or pallets and shipping containers.

Whatever the barcode/label printing scenario, one thing is for sure. The barcode printers you deploy need to be robust, reliable and designed to withstand the test of time. But minimising the risk of operational disruptions that can cost the business dear isn't the only challenge.

You also need to address a number of other important considerations.



Adapting to compliance and legislative changes

As well as adapting fast to new labelling regulations or standards, you need to be able to respond to localised packaging and supplier information requirements across multiple geographies. Managing this in a cost-effective and centralised way is a must-have for streamlining the process of label creation and minimising waste.

Scaling up as the business grows

As your business grows, you'll need a barcode printing solution that keeps pace with evolving needs. Whether that's the seamless addition of printers, or enabling new functionality like RFID label printing and automated labelling.

Sustainability concerns

Enhancing the sustainability of your print operations is increasingly critical for businesses. By minimising physical and consumable waste—through measures such as longer ribbons and advanced ribbon-saving technology—you can achieve cost efficiencies while supporting environmental objectives.

Cost management and ROI

You know the true cost of ownership goes beyond the initial price tag of the solutions you purchase. So the printers you implement need to deliver superior performance and offer innovative features that reduce servicing and maintenance costs. Everything from long lasting printheads and consumables, through to cloud-based labelling software and inbuilt technologies that make it easy to spin-up new functionality.

Going beyond the hardware – addressing the issues that count

At Toshiba, we understand the importance of efficient barcoding solutions that enhance business efficiency and agility and deliver value for the long term.

Our deep sector know-how means we're able to create solutions that are the perfect fit for a whole range of industry-specific applications and use cases. Whether you require precise package labelling, or a hassle-free mobile pharmacy, our high-performance devices perform in even the most demanding of environments.



Barcode print solutions for every industry need

From portable barcode printers through to desktop, mid-range and industrial products, our solutions are designed to keep workplace processes - and products - moving.



Retail: Mobile POS, shelf edge labelling, queue busting, price markdown and product labelling.



Transport and Logistics: shipping & receiving labels, picking labels, address and routing labels, pallet labels, delivery notes, return labels.



Manufacturing: product labelling, pallet labelling, print and apply, RFID identification, validated labels, customised and variable content labelling.



Healthcare: mobile pharmacies, patient IDs, specimen labelling, document and lab sample tracking.



Hospitality: event & meal tickets, mobile POS.



Field workforce: traffic wardens, public transport, facilities operatives, field servicing personnel (tickets, fines, billing, meter readings, PAT testing, field sales/support receipts/charges).

Prioritising sustainability

We know our customers want to minimise the environmental impact of their printing operations. Designed with sustainability in mind, our unique eco-friendly printer features include:

- Thermal transfer ribbons manufactured with non-harmful components
- Ribbon save functionality that reduces ribbon consumption by up to 75%
- New generation ribbons that use 12% less plastics than standard ribbons
- Near-edge head technology that minimises wear on print heads

We also offer innovations like linerless printers that can print on adhesive labels with no liner or backing paper. The ideal solution for the transport & logistics, retail and food & beverage sectors, our linerless printers reduce waste and keep the working environment safer and greener.





Unleash the power of automation

Today's operational realities mean the pressure is on to work faster and more efficiently without having to 'rip and replace' your existing printer estate. Our automated labelling system, APLEX, makes it easy to upgrade from manual to automatic labelling in a matter of hours.

Suitable for a variety of industrial and production line printing needs, APLEX gives you automated 'print and apply' capabilities with minimal disruption or expense. Our 'ready to go' solutions are ideal for:

- Pallet and shipping labels
- Labelling various sized boxes, cartons or products on the same production line
- Product labelling, processing/food distribution

Unlock the power of labelling with A-BRID

Delivering all the flexibility and connectivity you need to respond to fast changing needs, our award-winning A-BRID operating system adds cloud-based intelligence for anywhere, anytime industrial printing. Designed to work with our next-generation of BX printers, A-BRID enables you to:

- Make real-time alterations (price, language, distribution data) to labels
- Customise and control every aspect of label production
- Take control of labelling and barcodes via your phone, tablet or laptop
- Issue barcodes remotely or directly from your printer
- Create and print labels without a workstation
- Alter print data immediately – with no need for complex programming
- Operate and manage printers securely from any location
- Upscale and extend your printer estate instantly – configure printers remotely and enable them to securely share data



A man with short brown hair and a beard, wearing a light grey button-down shirt, is sitting at a wooden desk in a warehouse. He is smiling and talking on a silver smartphone held to his right ear. His left hand, holding a black pen, rests on his arm. In front of him is a silver laptop. To his left is a black Toshiba barcode printer. The background shows high industrial shelving filled with large rolls of white material, likely paper or fabric. A metal railing is in front of the man. In the top right corner, there is a graphic of overlapping red, blue, and yellow triangles.

Maximising process efficiency with Toshiba

We've helped thousands of organisations redefine how they operate, with carefully crafted barcode printing solutions optimised for their specific needs. Let's take a look at two organisations, with very different requirements, that have transformed how they work.



Automated labelling speeds up operations at Sicame UK

Sicame UK manufactures specialist products for utility and electrical distribution firms around the globe. While the majority of Sicame's production processes were automated, applying Hazchem labels to its insulation compound containers was undertaken manually. Time consuming and laborious, labels were often misplaced or applied with wrinkles – making the barcode unreadable.

To reduce these errors, Sicame wanted to move to a fully automated print and apply solution. By installing our 'off the shelf' APLEX system, Sicame was able to continue to use its existing Toshiba industrial printers and:

- Initiate automated printing with minimal capital outlay for a specialist product line
- Orientate its printers to apply labels in any position
- Enable a streamlined, error-free and consistent label application process



South East Water optimises lab testing procedures

South East Water turned to Toshiba to recommend a reliable and high performing track and trace barcoding solution for its water sampling and testing service. The solution needed to integrate seamlessly with an existing Information Management solution – with no costly software upgrades –whilst optimising how lab staff and remote sampling teams operate.

Toshiba designed a high performance solution that ticked every box:

- Out-of-the-box integration with the lab's LIMS system
- Production of 300-550 labels daily and 1600 once a week for sampling teams
- Robust synthetic labels that provide durable and readable barcodes out in the field where samples are collected



Operational excellence made simple

Today's organisations are on a mission to find fast and effective ways to reduce the costly and error-prone manual processes that get in the way of operational efficiency.



Dedicated to helping organisations deploy barcode solutions that make it easy to streamline and automate a huge variety of processes and every-day tasks, our future-proofed solutions address a variety of operational pain points. What's more, they're designed with your long term needs in mind.

With Toshiba, you can:

- Keep pace with changing demands – incrementally growing your capabilities and scaling up printer estate as your business grows and evolves.
- Align your printing operations with environmental goals – reducing waste and maximising sustainability.
- Stay ahead of regulatory changes and maintain a compliant stance – rapidly updating and customising the barcode labels you print.
- Increase the efficiency of production workflows – using APLEX to migrate from manual to automatic print and apply capabilities.





The Toshiba difference

Whether you require reliable hardware, intuitive software or a comprehensive services package, we aim to give you a tailor made solution that fully addresses your real-world challenges. Alongside ensuring your teams can work smarter, not harder, we endeavour to help you unlock value with every interaction – so you can drive efficiencies and cost savings across your operations.

Because we know that upgrading technology can be a daunting task, we take care to evaluate every aspect of your current environment. Alongside getting to grips with today's priorities, we'll also explore your future operational aspirations and growth plans.

Providing print solutions that solve business pain-points is at the heart of what we do, but we know that the world you operate within is changing fast. Which is why we're committed to developing innovative solutions designed to deliver the connectivity and agility you need to manage your distributed barcode printing operations in truly creative ways.



Forward together

From compact mobile devices and robust industrial systems, to automated solutions and verification capabilities. Our barcode printing solutions span a range of easy-to-use hardware, cloud-based labelling software, automatic print and apply systems, and top of the range options and consumables.

With Toshiba, you never need to compromise on accuracy or quality in favour of productivity. Our cost-effective and efficient solutions ensure you can operate more productively and efficiently today. And handle whatever changes or challenges the future may hold.

If you're ready to find out more – we're here to help.

Toshiba Tec UK Imaging Systems Ltd

0843 224 4944

info@toshibatec.co.uk

www.toshibatec.co.uk

