Top security labelling options for your assets

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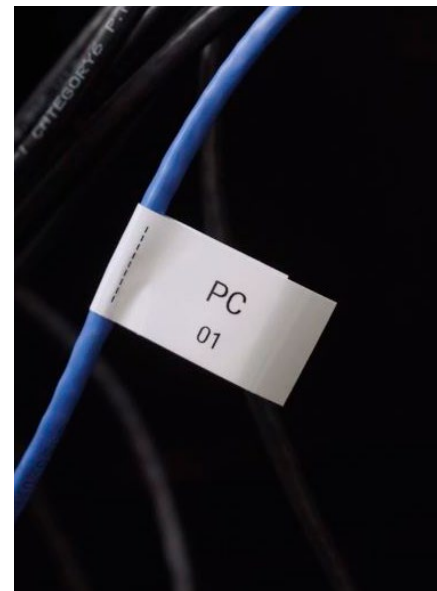at your side

How do you keep control of your valuable assets?

This is a vital question for companies in every industry, and businesses that operate facilities of all kinds, from offices to warehouses, laboratories and beyond. Your organisation needs an asset control and security solution, including physical labels to clearly mark and identify your equipment.

Security labelling and asset tagging: Characteristics to look for

Not just any label will suffice for the important work of asset tagging. Your chosen label material cannot be one that will fade, wear down over time, or when exposed to heat, cold or abrasion. It must contain all the data needed to quickly and effectively identify and track an asset, and it should be resistant to tampering or attempted removal.

The following are the traits to look for when designing the labels that will accomplish the security labelling and asset tagging roles within your inventory management strategy:

TAMPER EVIDENT
The labelling material you use for asset control should leave behind signs when removed to ensure malicious parties cannot simply peel the labels off. A tamper-evident label tape designed with security in mind creates such a clearly visible pattern, ensuring that when inspecting an asset, your personnel will know immediately if it was labelled.

TOUGH AND RESILIENT
Just as your security labels should stand up to attempted tampering, they should also be strong enough to handle harsh environmental factors. Your chosen laminated labelling tapes should be designed with multiple kinds of resilience in

mind, as it's sometimes difficult to predict the exact mixture of conditions items will face, and nearly all assets face at least some risk factors.

Potential risks to label integrity include moisture, heat or cold, exposure to abrasive substances and the general wear and tear that comes with being handled. Some environments will prove especially challenging to deal with: Laboratories, for instance, often need to store specimens at extreme temperatures, while also relying on the accuracy of those items' labels. Your best bet is a tough, laminated label made with security applications in mind.

BARCODE AND QR CODE ENABLED FOR EASY TRACKING

The information you print on your labels is as important as the material they are made of. You must give your team the right information to identify and track each piece of equipment. Some of that information can be conveyed through text or pictograms, which ensure people know quickly what they are looking at. For more in-depth tracking, it pays to apply barcodes.

Barcodes can take several forms. The universal product codes seen in shops are one-dimensional barcodes, capable of holding a limited amount of numeric data. For more complex data storage, you can employ two-dimensional barcodes such as QR codes. These codes, scannable with smartphones and other common mobile devices, can signify thousands of alphanumeric characters. This allows you

to direct people to URLs, which can display a wealth of constantly updated item details, warnings and more.

PRINTABLE ON THE GO

Printing inventory labels as close to the point of application as possible is a way to save time and effort for your team and minimise errors. A label printer with a small footprint and a battery power supply is easy to deploy in a warehouse or storage room setting. This lets people print inventory labels on demand where they are needed, reducing the risk of human error and

enabling efficient operations. To take this convenience a step further, you can opt for a handheld label printer.

Truly handheld industrial labellers that connect to your software via Wi-Fi or USB can deliver full-service security labelling and inventory management functionality from a tiny form factor. These devices can go into the warehouse, the field or any part of your facility. You should ensure your chosen portable labelling device supports barcode printing and has its own screen and keyboard to ensure it enables editing on the go when users are away from a PC and fits into your labelling strategy.

Find the right asset security labelling solution from Brother

When you work with the experts at Brother, you can rethink your security labelling and asset management strategy from the ground up, or simply supplement your current approach with the latest in devices and materials. The choice is yours, and depends on how close you are to the inventory control system you envision for your company's assets.

If you have an existing labelling strategy, you can strengthen it by integrating Brother's array of capable printers. If you are not currently printing asset tracking features such as barcodes on your labels, the included barcode printing solutions will help you bring your operations up to date. Label Printers available from Brother include:

◣ **Small-footprint portable label printers:** Suitable for use in fast-paced environments such as laboratories and warehouses, these printers can deliver the labelling functionality you need, where you need it

◣ **Handheld industrial labellers:** The PT series of industrial label printers from Brother delivers a level of portability that goes

beyond even the smallest desktop printers. These durable printers come with rechargeable battery packs and include QWERTY keyboards, 2-line backlit screens and support for barcode printing

▲ **Durable labelling tapes:** The line of TZe laminated labelling tapes, used with Brother's P-touch range, is designed to provide labels that won't fade or peel away from your equipment even when exposed to abrasion, heat, cold or chemicals. The tamper-evident security tape option is a natural choice for asset tracking and security labelling, leaving a checkerboard pattern on both the asset and tape when removed

The safety and traceability of your valuable equipment, as well as the storage media holding your essential data and intellectual property information, is of paramount importance. Taking all the necessary steps to secure your assets means creating a capable security labelling system. With the aid of Brother equipment, you can achieve this goal quickly and effectively.

For more information on Brother asset labelling solutions, **contact the Brother Commercial team by email** or **visit our website**.

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