



## Case Study: El Asador Pty Ltd.

# Family-owned restaurant finds the perfect solution for creating and updating packaging labels in-house using the Brother QL-700



## The Customer

**El Asador** is a family-run restaurant, providing the people of Perth with homestyle Latin dishes using local Western Australian produce. As a small business within the hospitality industry, COVID-19 had a significant impact on them, which facilitated some rapid changes within their business. One of these changes was the need to update the packaging for their empanadas to strengthen their brand image.

**EL ASADOR**  
A R G E N T I N I A N   G R I L L



## The Challenge

Emily, the General Manager at El Asador, was equipped with plenty of creative ideas for their new packaging and knew that they wanted a clean, simple and eye-catching design. They also knew that as a small business, they couldn't justify outsourcing the entire process – using a third party for this task was forcing them into large minimum order quantities and a hefty investment for trial runs.

They needed a solution that would allow them to test the effectiveness of their packaging changes on an ad hoc basis, which in turn allowed them to make further design alterations as they needed them. The packaging quality also had to be commercial-grade so that it was tough enough to withstand the hospitality environment. Small business is about adapting and evolving in real time, and they needed a nimble and flexible solution that could keep up with these demands.



## The Solution

Bearing these key features in mind, Emily determined that investing in a commercial-grade label printer could be the cost effective, easy to implement solution she was looking for to update El Asador's packaging labels. While researching online, she learned about the benefits of having a Brother label printer as a part of your workforce. Emily reached out to Brother via Facebook and was contacted by David – one of Brother's Labelling Specialists, who recommended the [QL-700](#) in conjunction with [DK-22212](#) continuous length film labels for her needs. He shared some labelling templates with her that helped to demonstrate the scope of what could be created on Brother label printers.

With David's help, Emily was able to see her vision come to life. Being able to see exactly what the QL-700 was capable of was integral to her decision making, and ensured that she was able to create exactly what she needed. She loved that the labels were easy to create and were entirely customisable using the free Brother iPrint&Scan app.

Having used Brother products previously, Emily knew she was making the right decision for her business. She purchased the QL-700 and put it to work right away. After experimenting with the templates, Emily was thrilled that her new Brother label printer was the perfect solution for creating her packaging labels in-house, and the days of needing a third party to get the job done were behind her.



**“The QL-700 is a  
game changer for  
small business”**

## The Product

Professional Label Printer

[QL-700](#)

Labels: White Continuous  
Length Film Tape

[DK-22212](#)







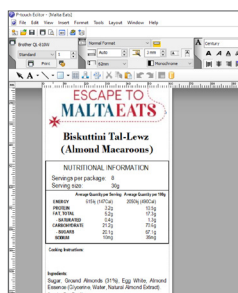
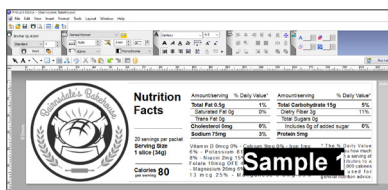
## The Benefit

"The QL-700 is a game changer for small business," Emily said. "It's been a fantastic addition to my business and I know it will be for others too. It's ability to produce commercial-quality labels without a significant investment is a huge plus for a small business like mine". With the QL-700, Emily has been able to create her own packaging labels in-house, which makes it easier for her to make changes in real time and print labels as she needs them.

Printing labels in-house has also minimised wastage, as she only prints what she needs, when she needs it.

The QL-700 is great value for money and it's versatile enough to be used in a variety of different ways. When it's not being used to create packaging labels, it can also be used to make nutritional labels or for office administration tasks. The labels compatible with the QL-700 are also durable and tough enough to withstand the hospitality environment.

"I've always found Brother products to be no-nonsense. They aren't gimmicky and they aren't a risky investment. They do what they say they're going to do, and that's why I keep coming back to Brother products for my business".



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