Barcodes & QR Codes:
How to Make Them
Work for Your Business

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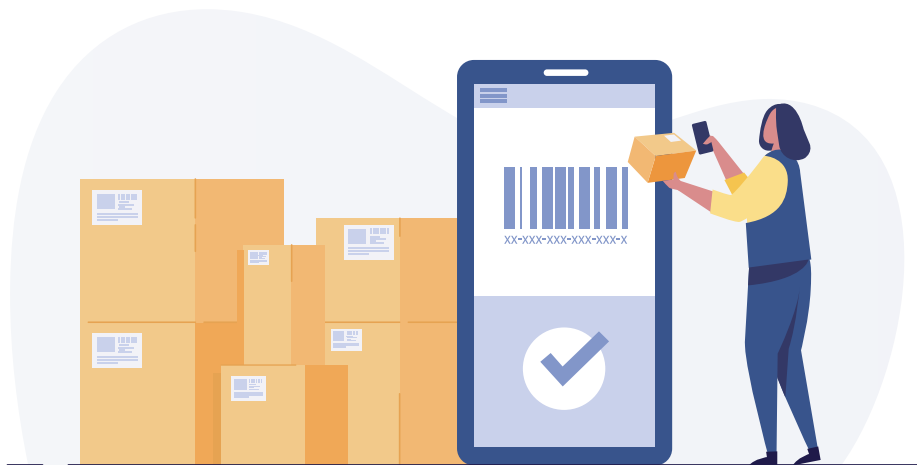
\ Introduction

Thanks to modern print and scan solutions, barcode technology increases efficiency and productivity in the workplace. Thermal label printers enable barcode and quick response (QR) code creation, thanks to connectivity with integrated design applications and software.

These processes also reduce the instance of human error associated with manual data entry. People generally make an error when entering data at a rate of one in 300 when they write, averaging 18 mistakes per hour.

Barcode and QR code technologies can significantly reduce errors associated with manual input and improve workplace efficiency.

This eBook will examine how implementing a barcoding solution can improve your business processes.

\ Implement and deploy a barcode system

If your business could use faster, more accurate, efficient and productive data management, you're ready to deploy a barcode system. Here are some tips for successful implementation:

1 \ Assess which processes will change

Determine which areas of your organisation a barcoding system will affect. Identify and train members from each department to ensure a smooth transition to new workflows

2 \ Consider thermal printing technology

Many barcodes are subject to harsh weather conditions. Thermal transfer label printers like the TD-4650TNWB are capable of producing hard-wearing labels through a process where the image is imprinted onto a label or paper via a coated ribbon

3 \ Lifespan of labels

Tested to the extreme, Brother Genuine TZe tapes deliver a professional quality barcode label that's designed to last. Our P-touch range, such as the PT-P950NW desktop label printer, are compatible with a variety of TZe label sizes to print barcodes, making this device a versatile asset to any office or industrial space.

4 \ Maintain your barcode systems

Poorly printed labels, faded barcodes or failed single-attempt scans may indicate you need to update your barcode system, software and printers. This can be as simple as downloading and installing the latest software upgrades to your connected infrastructure

Remember: Technology is always advancing. Staying at the forefront of new developments and trends will keep your business running smoothly.

Case Study \ **Brother provides the perfect labelling solution**

Malta Eats, a small pastry business, required a solution that allowed its owner to create industry-standard labels with nutritional contents and branded product information.

\ The challenge

$ Source a mobile device capable of printing as many as 23 alphanumeric characters in one line, plus barcoding and logo information – all on one scannable label

\ The solution

Brother wireless label printers such as the QL-810W produce durable, high-quality labels that can handle detailed barcode and label data.

By deploying the QL-810W label printer, Malta Eats was able to handle intricate printing demands, while providing nutritional information and brand imaging, all on one professional-quality label

\ How QR code technology is enhancing office and supply chain productivity

Deploying QR codes can also assist in the digitisation of your critical workflows. Here are some dynamic applications of this versatile technology:

1 \ Reduce space

The migration to a cloud-based architecture can reduce the office space reserved for filing systems and provide instant and easy access to documents such as device manuals

2 \ Save time

Your maintenance and repair staff will save time and do more with a wealth of device and diagnostic information, simply by scanning a QR code from the camera of their smartphone

3 \ Increase knowledge

By attaching a QR code to your office devices, you can ensure personnel are able to access detailed information regarding product lifecycles or user 'how to' guides

4 \ Drive customer engagement

Implementing a consumer-facing QR system can greatly increase brand awareness for your business and provide instant information regarding your products, services and other offers

Remember: QR storage space can accommodate any content you'd typically share online, thanks to the 7,000 character space available on a single QR label.

Case Study \ **Connecting digital consumers with physical retailers**

With 90% of Australians using smartphones, the implementation of scan-and-go shopping is a must for many retailers.

By deploying scannable QR codes in-store, shoppers can easily perform price comparisons online while navigating through store aisles. QR codes also enable faster checkouts, with many businesses beginning to explore this functionality with no traditional checkouts at all.[1]

Thanks to app technology that interfaces with QR codes, shoppers can scan items as they explore a physical location, which charges a saved debit or credit card once they exit the building, removing the need to wait in line to pay for their items.

In 2018, a Woolworths in Double Bay, Sydney, recognised the consumer demand for an expedited shopping experience, piloting a checkout-free program.

The program was a success, resulting in 40 locations currently allowing customers to 'skip the queue.' As new stores open and older locations are refurbished, the feature is added there too.[2]

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[1]Woolworths, "Scan&Go Faster, smarter, contactless shopping | Woolworths Online." Retrieved from www.woolworths.com
[2]9News Australia, "Futuristic supermarket experience as checkout-less stores on the rise (9news.com.au)." Retrieved from www.9news.com/au

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THING

Barcodes or QR \ **Which is best for you?**

Barcodes and QR codes offer multiple benefits for your critical business processes. Depending on the task at hand, you may require one – or both – of these versatile solutions in order to get the job done.

Barcodes

Otherwise known as 1D barcodes, these are scanned in a line and are ideal for storing product numbers and shelf location data.

Benefits of this technology include:

- Eliminates manual data entry
- Reduces human input error
- Immediately updates inventory and sales information
- Improves inventory management in order to reduce future spend

Industry applications
The logistics industry uses labelling technologies to enable the immediate creation of barcodes that act as key components in inventory management and asset tagging. While barcodes are still efficiency solutions, they are generally less complex than QR codes and other labelling types.

The healthcare industry utilises barcodes for patient wristband identification to store medical charts and patient history.

QR Codes

Also known as 2D barcodes, these are able to house a variety of data points and can be deployed to log everything from equipment condition to repair logs.

Effective uses of QR codes include:

- Identity verification for visitor management systems
- Directing consumers to a product website
- Encrypting data
- Storing large volumes of data on a single code

Industry applications
Professional services industries – such as the banking industry – use QR codes embedded into financial documents in order to capture data for easy tracking and verification.

The insurance industry often uses QR codes for policy documents that link to company websites. This allows customers to download full policy details and access additional information.

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\ How Brother enhances barcode function

A record 9.1 million Australian households shopped online in 2021,[1] increasing strain on the supply chain from end to end. As a result, businesses are evolving towards digitally native architectures that can speed business processes to match the pace of consumer demands.

In the warehouse environment, Brother's range of portable labellers can seamlessly integrate with management systems and other essential platforms. Our Software Development Kits (SDKs) are a simple, inexpensive and reliable way to integrate selected devices into your existing business architecture.

Benefits of deploying barcodes across the supply chain include:

Reformatting

The ability to reformat labels from the warehouse floor, so that users can add elements that abide by compliance requirements in sectors such as food

Connectivity

Connectivity with databases, providing instant creation of barcodes that act as key components in inventory management

Seamless integration

Interoperability with many applications for seamless integration into existing warehouse workflows, regardless of the preferred software provider for your organisation

Inventory management

Inventory management on the go, allowing drivers to scan and update package delivery logs with the press of a button

[1]Takeatumble.com, "Australia's eCommerce Statistics to Add to Your Cart (takeatumble.com.au)," Retrieved from www.takeatumble.com

\ Accelerate barcode & QR code productivity

If your business is looking to utilise barcodes or QR codes as an extension of your marketing campaigns or to aid in employee engagement or training, partnering with a print solution provider can help maximise the results of this versatile technology.

Brother's P-touch Editor software, available for free with select Brother Label Printers, enables your workforce to print in bulk straight from their databases and create fade-resistant labels from scratch on an array of templates.

Barcode labels allow your business to:

- Provide asset tagging and traceability for all individual products
- Update connected inventory management platforms
- Protect your information: Up to 30% of the code can be damaged before affecting scannability

QR functionality enables your business to:

- Edit your QR code content post-print or online deployment
- Track QR scans so you can analyse data based on volume and location
- Store alphanumeric and binary data – up to 7,000 characters

To determine the best labelling solution for your business, **contact Brother today**. Together, we'll determine how and where your organisation can deploy barcode and QR labelling solutions that can help drive your business processes forward.
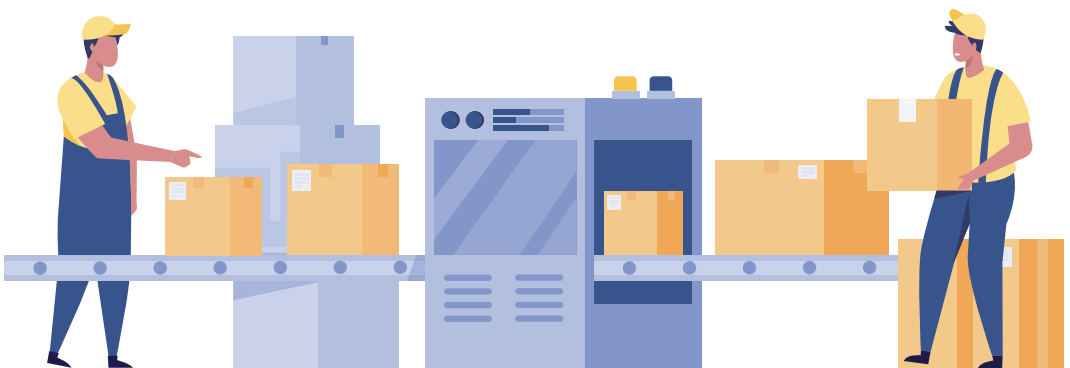
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