P-touch® Commercial Labeling Solution Helps Major Telecom Company's Customers Stay Connected

Proper Labeling Communicates Professionalism, Helps Eliminate Mistakes and Service Calls

Business Problem

One of the country's leading providers of voice and data communications had long recognized the benefits of proper labeling and has practiced some form of labeling for many years. According to a senior field service engineer with the company, "we used a typical handheld labeler and typed in information we felt relevant to the application, but often forgot to include something (like the service number to call) or there was inconsistency in the format, making some labels difficult to read." They tried preprinting their labels, but this presented problems with custom data, and there were so many different applications that it became impractical to preprint so many kinds of labels – not to mention the impossible task to manage the inventory for hundreds of installers all over the country. Handwritten labels solve some of these problems, but they are time consuming as each field service technician struggles to print legibly.

Labeling is a thumbprint of professionalism and the company was determined to find a labeling solution that meets their requirements.

Business Solution

The company made organization changes, including a new corporate logo which provided an opportune time to identify and standardize on a better labeling solution for the company. Since this group had positive experience using P-touch® electronic labeling machines in the past, they approached Brother to help them find an ideal solution. The field service technicians specialize on installing WANs (wide area networks) onsite for commercial accounts like retail stores and restaurants, and required a portable labeling solution that will work in any of these installation environments. They needed a solution flexible enough to label a 56K line, all the way up to a DS3 (T3) which contains 28 T1 lines; and needed to label all equipment these lines are connected to: panels, modems, routers, switches, network cables and power cords. They needed to control the look of the labels to be consistent for any company installation, but required flexibility to add new designs for future customers with special requirements. Finally, they needed the labeler to print the new corporate logo on the label as a mark of professionalism.

FAST FACTS

Industry: Telecom
Voice & data component installation, service & maintenance

Challenge:

Accurate, consistent & cost-effective identification of installed equipment & wiring

Solution:

P-touch® handheld labeling System model PT-1650 with new customized corporate color TZ Flexible ID labels.

Benefits of Brother Label Printers:

- Rugged industrial design with rubber impact guards.
- Durable, laminated labels.
- Design and download label templates.
- Download logos and other graphic images.
- Transfer, edit and print from a database.
- Innovative Smart Layout key quickly prints multiple industrial layout designs.
- Smart tape sensing automatically selects the right font size and label. size .
- Complete bar code printing solution.

For more information about Brother P-touch and P-touch EDGE Labeling Solutions, please contact the Brother at:

Phone: 1-866-455-7713
Email: businesssolutions@brother.com
Web: www.brother-usa.com/business

P-touch ®
ELECTRONIC LABELING SYSTEM

P-touch EDGE™

brother.
at your side

Brother proposed a solution using the handheld labeling tool model PT-1650, utilizing its unique ability to not only download label formats for all the different labeling applications, but to also customize the user interface display to prompt the field service technicians using acronyms and names commonly used in this industry. For example, the field service technician can quickly select a private line (P/L) formatted label, enter the P/L number, the LEC (local exchange carrier) circuit number, and finally the FMS (facility management system) circuit number, and the resulting label will look exactly the same for any company field service technician. The company was also able to transfer their new corporate logo into the PT-1650 as a scalable symbol, automatically sized to fit five P-touch tape sizes.

As an added bonus, Brother agreed to produce a new flexible ID tape color to match their company brand color, made with a special adhesive designed for wrapping or flagging cables and wires. For potential large installations, the field service technician can download new label templates along with a master database, to not only maintain consistency, but to also quickly print out the labels on demand by using the keyboard to search the database, edit the data (if necessary) and print, eliminating the time to manually enter long strings of data. The company would also be able to host all their label templates on their intranet site to make it simple for setting up new PT-1650 machines with all their field service technicians across the country.

Approximately 170 of the company's field service technicians were using this model PT-1650 labeling solution by mid-2008, satisfying the company's labeling requirements for professional quality -

corporate color with new logo, consistent label format and content, and the use of a minimum number of label (tape) sizes making tape inventory management simpler. Besides this field service group, other groups within this company that provide installation services may standardize on the PT-1650 for long haul (cross country) data transmission and central office (respectively) labeling applications.

About the model PT-1650:

Designed to lead the next generation of portable handheld labelers, the Brother P-touch labeling tool model PT-1650 satisfies all the needs for today's telecom installer and has additional features that deliver more efficiency and productivity attractive to leading installation service companies. Besides the ability to quickly make a continuous label across a patch panel by simply measuring the center to center spacing with a ruler, the field service technicians can also transfer several templates linked to a common database (Microsoft® Access® or Excel®) for larger, multi-location installations. Making labels for cables and face plates are just as easy. The PT-1650 can make bar code labels too. Large telecom companies especially like the ability to download their company logo and customize the PT-1650 user interface, making it incredibly reliable for any field service technician to produce the correct, consistent, and professional looking labels. The PT-1650 weighs about 1.5 lbs with tape, AA batteries, and comes complete with the software and carrying case.