Toshiba sustainable printing in retail

Reduce CO2 emissions in daily operations

- Increase customer satisfaction
- Meet environmental goals
- Improve process productivity

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1. Target
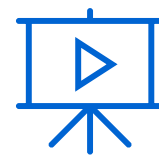## Toshiba sustainable printing in retail

- **Market**
  - Food retail & hospitality

- **Use case**
  - Product identification in food retail stores & food order identification in hospitality.

- **Food retail**
  - To identify bakery products and used as bag closing label.
  - Takeaway: To correctly identify all takeaway food orders.
  - Allergen labelling

- **Hospitality :** Clearly manage orders and menu customisation.

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2. Solution
## Sustainable printing in retail

- Efficient system to improve the manual labelling of your orders.

    - Print any label length required without changing the roll.
    - It is just a matter of printing and then **the printer will automatically cut the label to the required length .**
    - **Label ready to use:** Printed and presented.
    - **Variable printing length**, elimination of any waste material.
    - No backing paper in the workplaces: avoid potential accidents due to its very slippery nature.

BV420D-GL
Linerless label printer

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3. Benefits & Results
Toshiba sustainable printing in retail

- **Productivity improvement**
  - Save up to 50% time in manual labelling
  - More labels by roll. Less changing rolls.
- Variable printing length **saves up to 30% of media**.
- In hospitality, linerless **eliminates virtually all mistakes of food preparation** in the kitchen.
- **Quick ROI.**
- **Reduce waste handling cost and improve work environment safety** by eliminating the use of backing paper.

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BURGER
extra bacon   no cheese
extra ketchup   big menu
no onion   barbecue sauce
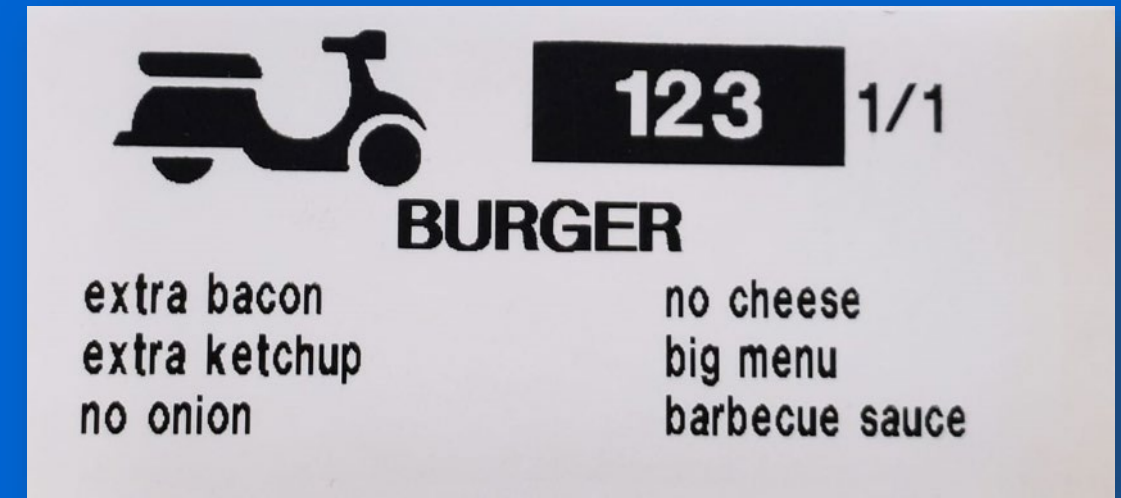
- **Toshiba's label save technology** determines the label length automatically.
- The label **is automatically cut** to the correct size.