Case Study:
Brother's printers help digitise operations at McDonald's Spain

Food Labelling Solutions

Background

Based in Spain since 1981, McDonald's Spain has more than 500 restaurants spread across Spain with around 24,000 employees.

McDonald's values revolve around delivering a great restaurant experience, every time, which their owners/operators, suppliers and employees work together to achieve in uniquely McDonald's ways.

With a vision "to be the favourite place and way of eating of its customers", McDonald's directs its efforts and resources to reach one hundred percent of consumer satisfaction in each of their visits to restaurants.

In recent years, McDonald's has been involved in a digital transformation to ensure they can continue to provide outstanding customer service across all their restaurants.

"The integration with Brother printers in our global solution to digitise operations was the best solution. It makes food label printing more efficient, a key process in McDonald's kitchens." says the restaurant solutions manager at McDonald's Spain.
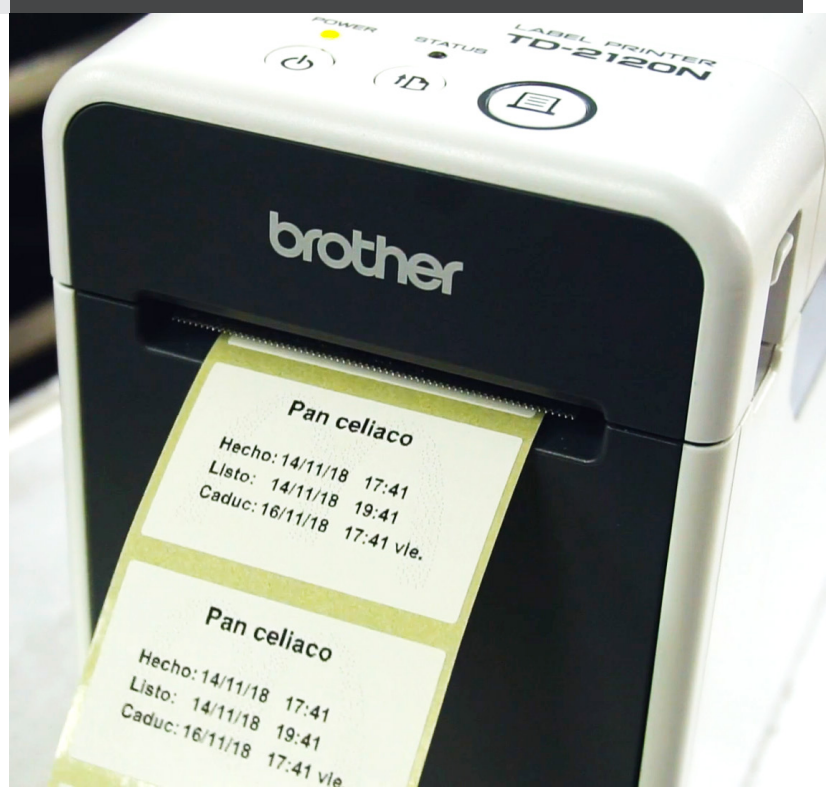
The Challenge

McDonald's Spain were using desktop stand alone printers in their kitchens to print food labels when required but without adequate software to meet their requirements, meaning the day-to-day use wasn't easy or intuitive. This left employees with labels that only had some of the information they needed to control the food processes in their kitchens.

As part of a global digital transformation, they decided to develop their own software to digitise all operations in the kitchen and make their food labelling process more user-friendly and efficient.

The Solution

McDonald's Spain worked with their technology partner (INTOWIN) to develop a digital solution, called "MiTurno", to improve operations in their restaurants and print food labels in an intuitive and user-friendly way.

MiTurno is a suite of digital tools for the operational management of the restaurant and is where everything that occurs in the restaurant is controlled. The software helps McDonald's employees to manage secondary shelf life times, plan the every day maintenance tasks and master SIO (shift into overdrive) tools, among other applications – helping the shift managers to make more efficient decisions.

As part of the software development, the Brother TD-2120N printer was integrated into the solution with the support of Brother Iberia. This ensures employees can print labels as and when required, enabling them to complete processes easily and efficiently whilst using their new software platform.

intowin

The results

The resulting solution that combines the MiTurno software with Brother TD-2120N printers has increased productivity for McDonald's Spain and helped eradicate mistakes when labelling. Additionally, the software registers and tracks everything in the cloud ensuring information on the new digital processes is available at any time.

The software has the added benefit of digital "timers" which ensures the printers don't print when a label has a short life, saving money on label production.

Since the implementation of the new solution, McDonald's Spain has recorded two hours saved daily in administrative tasks, a reduction in device and printing costs, improved waste management and improved customer service quality.

"This new digital solution with Brother printers gives our shift managers clear visibility into restaurant operations, making us more efficient and productive." says the restaurant supervisor at McDonald's Spain.

Quote from Operations IT Lead
McDonald's Spain:

" Stopping the use of autonomous printers was a good decision.

Nowadays, the entire printing process is integrated into our global operations solution. "

CONTACT US

For more information on this case study or to find out more, contact the Brother Commercial Team today:

www.brother.eu

Brother's range of TD professional label printers offer the ability to print high quality labels on demand, whatever the requirement. Printing labels up to 4 inches in width, and with direct thermal and thermal transfer print technology, they fit the requirements of a large range of vertical market applications.

TD professional desktop label printers

Seamless Integration

Brother's desktop label printers bring you improved operational efficiency with easy to use, high speed and continuous label printing. Combined with seamless integration and modular design, print from virtually anywhere in the workplace. Supporting a variety of printer command languages including ZPL II emulation allows you to integrate into existing legacy systems.