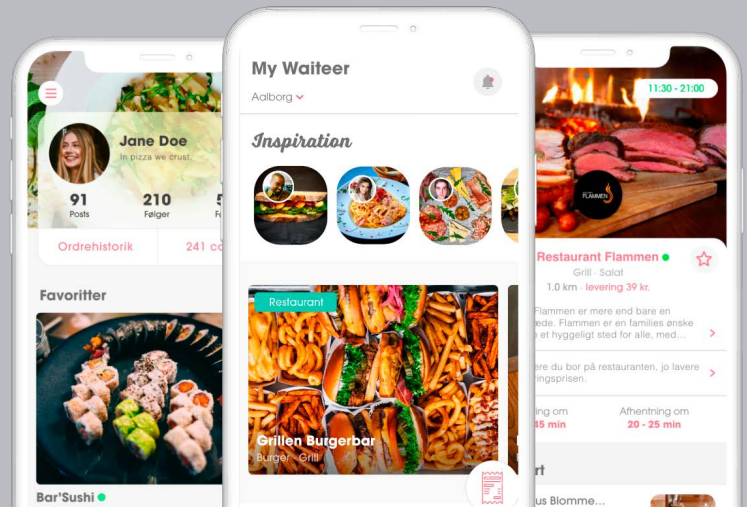


Case study: **Waiteer.com**



waiteer

Wireless label printer solution helps restaurants and cafés to deliver Waiteer takeaway orders quickly and effectively.

The challenge

Restaurants are busy places, in particular those that offer takeaways as it has become more common in the past few years. That's why it's important to have a reliable, flexible print solution, so that orders can be printed out quickly, easily and effectively, and the correct food can be delivered to customers.

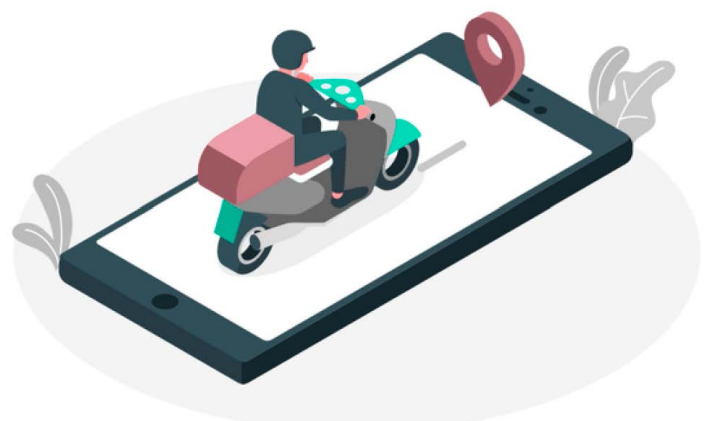
That's what Waiteer, situated in the Danish city of Aalborg, offers. The company has been in existence for two years, and is in full swing rolling out its concept to cities throughout Denmark. Waiteer offers a full service that combines the user's rising demand for convenience food and restaurant's need for a flexible partner in one hybrid platform – the Waiteer app. Customers can use the app to order and pay for takeaway meals that are delivered straight to their door. Waiteer cooperates with more than 200 restaurants in 10 cities throughout Denmark, with 8-10 new restaurants joining every month. The company has approximately 300 employees and over 145,000 users, and its drivers deliver within a radius of up to 6 km from the restaurants.

When a customer places an order in the Waiteer app, the restaurant receives the order digitally, and they can then use a tablet to accept the order and print it out on a receipt roll for the kitchen staff. The chefs can then refer to it as they prepare the food, and the order slip often accompanies the order all the way to the customer as proof of what they ordered and what has been delivered.

The solution

It was important for Waiteer to find a label printer that was flexible, reliable and could operate wirelessly. They looked at several different label printers, and eventually decided that Brother's QL-820NWB label printer met their requirements and needs – in terms of both performance and price.

The ability to use either a WiFi or Bluetooth connection and a battery base with a rechargeable battery, available as an added extra, makes the QL-820NWB an extremely flexible solution. It can be connected and positioned wherever it is needed, as it is needed. Another clear benefit of the label printer is that, in addition to a 3-year warranty, it also comes with good and efficient support throughout the life of the product, which offers an extra level of reassurance.





“Brother’s QL-820NWB label printer is a practical solution because the Bluetooth connection means that it can easily be moved around as required. It offers reliable operation, is easy to work with and it prints quickly. It is the perfect solution for us.”

Søren Ib Sander, CEO of Waiteer.

The benefits

A high print speed and reliable operation combined with wireless connection options make the QL-820NWB the ideal choice for use in restaurants, cafés and pizzerias, where the work is fast-paced and where reliability and mobility are vital to ensure orders are fulfilled as smoothly as required. When the orders are pouring in, it's important that the entire work process is effective and problem-free, from the moment the order is printed until the food is delivered to the customer.



QL-820NWB label printer

- Connection via USB, Ethernet, Wi-Fi and Bluetooth
- Printing of receipts and labels of widths up to 62 mm from a PC, smartphone or tablet
- Large, user-friendly backlit LCD display
- Built-in cutter
- Option for rechargeable Li-ion battery



CONTACT US

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