



brother  
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# Brother Prescribes Just The Right Solution for a Busy Pharmacy

Life Pharmacy Kilbirnie is a busy retailer and medicinal hub with various printing needs. Learn how Brother helped the pharmacy simplify and automate their printing, leaving the business owners more time to deliver the best possible service to their customers.

 **managing  
your printing  
should be  
this easy**



## The Challenge

A member of The Pharmacy Guild of New Zealand, Life Pharmacy Kilbirnie is a bustling one-stop shop for the health, beauty and pharmaceutical needs of Wellingtonians.

The popular business has various printing needs, including inkjet labels for dispensing medication and laser printing for general office admin.

Before they partnered with Brother, Life Pharmacy Kilbirnie was frustrated by the amount they were spending on their printing. They also faced ongoing challenges, such as running out of printing supplies when they were busy and being limited to the use of one tray for labels and paper, which meant they were continually switching out paper stock.

## The Solution

Life Pharmacy Kilbirnie needed a printing partner that embraced the latest technology to keep up with their fast pace. They wanted a partner with expert knowledge of the needs of businesses like theirs, and someone who could offer personalised local support.

Through its Managed Print Services (MPS), Brother audited the printing requirements of the pharmacy and then hand-selected printers with the right technology and services for the pharmacy's various needs. The bespoke solution Brother created has delivered impactful results for Life Pharmacy Kilbirnie.



Under the Brother MPS, Life Pharmacy Kilbirnie's print supplies are automatically ordered before they run out, and separate trays for label foils and paper mean the team aren't having to constantly swap out trays for different print jobs. In addition, pricing is more competitive than what the business was paying previously.

## Benefits

Brother are market leaders for their printers, service and technology, and consistently win awards for their reliability and performance. As they do with Kiwi businesses of all sizes all over the country, Brother listened to the needs of Life Pharmacy Kilbirnie and delivered a smart, efficient and economical printing solution.

"I found the Brother team very easy to work with," says Androulla Kotrotsos, owner of Life Pharmacy Kilbirnie. "From conducting the initial print audit through to implementing the new solution, they made sure everything was easy and seamless."

The MPS developed for Life Pharmacy Kilbirnie uses Brother technology to ensure the process is seamlessly automated, giving Androulla and her team more time to concentrate on delivering a fantastic service to their customers.

Life Pharmacy Kilbirnie also gets the benefit of Brother's full service and support package. Along with free delivery and installation, they receive hands on service, an industry leading 4 year on-site warranty, toner replenishment, remote monitoring, proactive maintenance, machine servicing and access to a New Zealand based help-desk, 24 hours a day, seven days a week.



**"Brother understands the needs of small NZ businesses and busy retailers like us. The team automated and simplified our printing process - giving us more time for our customers."**

**Androulla Kotrotsos, owner  
Life Pharmacy Kilbirnie**

# Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise. Brother has a team of experts ready to show you how Managed Print Services can benefit your business. They will:

- Work with you to review your current print ecosystem
- Provide a bespoke recommendation to improve the way you work - reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support



## About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support.\*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand – servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

\*According to Perceptive research 2018.