



Taking business on the road with Cookie Time

Challenge

Christchurch based Cookie Time is a household name in the baking and distribution of cookies retailed at supermarkets and stores around the country.

The Cookie Time brand is built on quality – which requires a tightly run supply chain with frequent deliveries to ensure optimum product freshness.

A network of 50 sales and delivery representatives service more than 6000 retail outlets nationwide, supplying tens of millions of cookies each year. Each representative can be servicing as many as 300 customers, once or twice a week. Many of those retail outlets are small businesses who require a printed delivery docket and invoice at the time of delivery. Cookie Time's sales and delivery team need to agree with each retailer the type and amount of each order, on the spot, and then immediately supply a printed copy of an invoice and delivery docket accurately recording the order.

Solution: Brother Mobile Printers

Cookie Time's CIO Ewan Herriot was challenged to solve this

problem and remove a significant challenge from Cookie Time's supply chain. "We were looking at various solutions to solve this need and this is where Brother mobile printers came in," Ewan Herriot says.

"We now have a total of 55 PocketJet printers from Brother's mobile solution range throughout our mobile sales force which allow us to print on the spot. They're extremely compact, efficient and reliable, clearly better than anything else on the market and purposely built for our sales and delivery people to print quotes, invoices or receipts out on the road."

- Ewan Herriot

Cookie Time's product hero is the Brother PJ663 'Pocket Jet printer' - purpose-designed for convenience and efficiency for remote workers. It can be conveniently mounted inside a vehicle or truck cab to serve the needs of a broad and diverse mobile workforce, including over-the-road transport drivers, field service technicians, route

accounting and direct store delivery drivers, and public safety officers.

The PJ663 offers Bluetooth, IrDA and USB connections, meaning you can easily link to smartphones, tablets and laptops and print high-resolution documents wherever you go.

Benefits

Herriot says, "The Brother PocketJet mobile printers have provided the ultimate cost effective and time-saving solution for our sales and delivery mobile workforce. The fact that they have so many connectivity options, mean our team is never caught short when they need to print high resolution documents."

We'd love to talk to you about delivering the same exceptional solution and service for your business. Visit www.brother.co.nz or call 0800 426 272.