Brother mobile printers a survival tool for civil defence

Challenge

As a nation of outdoor lovers and adventure seekers, the Ruapehu district is a haven for both locals and tourists alike. With its stunning scenery, walking tracks, renowned ski slopes and accommodation options for backpackers, luxury seekers and family travelers – it has it all.

With its beauty and ruggedness however, comes the harsh reality of Mother Nature. As you might expect, the role of the Council's Civil Defence team is crucial.

Natural disasters are often unexpected and once support is needed, it's immediate. Delays in emergency situations can be critical, so all operations and technology must be able to respond and function in remote locations and bad weather.

In a disaster, printers play a crucial role from producing status reports to assisting with hazard identification. Previously the Civil Defence team had to move around large, heavy desktop printers to get this critical information out to their own staff and the public.

> **"With its ability to withstand all conditions, we knew the Brother PocketJet mobile printer had the potential to change the way we respond to emergency situations dramatically – with greater efficiency and reliability."**
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> *Ruapehu District Council, Emergency Management Officer* **Nick Watson**

Ruapehu District Council, Emergency Management Officer, Nick Watson, said this old method was incredibly difficult, and not just because of the weight and size of the printer itself. "We need equipment that can deal with rough weather, retain connectivity, and be portable and robust enough to move with us, whatever the situation.

"When we heard about the Brother PocketJet mobile printer range, and its ability to withstand all conditions, we knew this had the potential to change the way we respond to emergency situations dramatically – with greater efficiency and reliability."

Solution: Brother PocketJet Mobile Printer

While trialing a single Brother PocketJet (PJ763MFI) mobile printer, a real disaster struck the region with a tornado ripping through houses, de-branching trees and destroying power lines in the Ruapehu National Park Village.

Civil Defence kicked into action, sending their old desktop printer on-site to assist with their response communications. But once they arrived at the heart of the disaster zone they couldn't get a stable network connection. Nick's team rushed back to try the Brother PocketJet and it connected and started working immediately.

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"It was a lifesaver. Not only could we get it to our location faster and easier than our previous approach, but we had instant connectivity through the App. It was light, portable and simple to use and most importantly we were able to send situational reports immediately to the printer from our iPads and get local residents vital welfare information exactly when they needed it."

After trialing this technology in a real-life, high pressure emergency situation, the team were sold. "It's such fantastic technology and it's already making a big positive impact with huge efficiency gains in our daily operations," Nick said.

Benefits

Now the Brother mobile printers will not only form an integral part of the Civil Defence team's packs, they'll also be held by anyone who operates out in the field for the District Council, including building inspectors, parking wardens and compliance officers.

This will save their teams considerable time, with the

PocketJet providing portable, clever technology that prevents staff having to spend so much time in the office completing paperwork.

More significantly, the accessibility, reliability and mobility of its technology has enabled Civil Defence to have more people out in the field. "It's meant we've been able to better utilise staff resources and have far less people staying behind in the office to process information."

With built-in Bluetooth and USB connectivity, the PJ763MFi offers a mobile A4 print solution compact enough to fit easily into a backpack, briefcase or computer bag, but that can also be permanently installed in vehicles.

Its advanced directly thermal printing technology produces crisp text at a print speed of up to eight pages per minute. Plus it uses a rechargeable Li-Ion battery that prints up to 600 pages per charge.

And if your team is venturing off the beaten track, like the Ruapehu District Council, or just needs something that can

withstand a decent fall – the PocketJet comes with an optional 1.2m drop protection (IP54 rated) roll printer case.

Compatible with a wide range of mobile and desktop operating systems, the PocketJet can easily be integrated into your own apps and software using the various SDK's (Software Development Kits) available.

For the Civil Defence team, this is extremely valuable as they're working primarily from tablets. "Our traditional hard copy log books are a thing of the past now. The more we can utilise smart, simple technology like this the better.

"They really have changed and improved the way we work completely. The whole team just love them," Nick said.

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