

# Make Your Move: Brother Releases Two Mobile Printing Devices Made For Customisable, On The Move Receipt Printing

The compact and portable receipt printers made to meet the needs of most industries anywhere, anytime

Click here for more hi-resolution images Sydney, Australia – 1st September 2020: Retailers and other suppliers can now expand their point-of-sale (POS) capacity, by taking their POS systems walkabout, with Brother's new release of the compact, ultra-light, and highly connective mobile receipt printers. In a time where enhancing the customer service experience is paramount, the introduction of these versatile devices, the 2-inch RJ-2035B and the 3-inch RJ-3035B, offers an exceptional level of customisation that is tailored to customers' requirements.

The retail and logistics industries have had to navigate major disruptions this year to the status quo, calling for innovation in the overall sales process and customer engagement. For those operating instore, retail staff are now able to demonstrate an enhanced customer-focused approach, by servicing customers wanting to purchase an item while on the shop floor, without needing to redirect them to long lines at the till. The printers also address the growing demand within e-commerce, by increasing efficiencies for those offering services such as click and collect. This not only eases up congestion at counters and reduces time for customers, but for those retail stores who are conscious about adhering to social distancing measures, it also minimises the amount of movement and touchpoints that customers need to make throughout a store to purchase their products.

Mobile and service orientated workforces benefit greatly from having lightweight receipt printers that are comfortable for users to carry around all day. From shipping reports and invoices, to parking notices and speeding tickets in the field, the light and robust structure makes these devices suitable for long term use throughout the day, without needing to rely on equipment back at headquarters. That is because this series boasts a wide range of customising options including a shoulder strap, rechargeable lithium-ion battery for longer use in between charges and a car adapter for those working on the road.

Connectivity remains at the heart of these products, with Bluetooth available on both devices, so that they can easily speak to any mobile smart devices on hand. The series is fast printing; up to 4 inches per second (ips) and high-quality, printing at 203dpi. Most printer command languages such as ZPL2 are also supported. The range is durable with a drop protection of up to 1.8m (IP42) making it suitable for robust workplaces.]

"The retail and logistics landscapes are drastically changing, as new measures are regularly put in place during this period, and we anticipate that many of these changes will remain long term. Therefore, the new RJ series comes at a time where our customers are looking to innovate the way they manage their businesses, by sourcing bespoke solutions for all the processes they have to put in place to keep trading efficiently and operating in line with new protocol", says David Molloy, Mobile Print & Labelling Specialist at Brother International Australia.

"Our new affordable mobile printers have been created with our customers in mind, to be compatible, flexible and well connected. In addition, the series has a range of customisation options to fulfil the requirements of different vertical applications, reflecting the needs of those working in the field or in retail. The series is ideal for forward-thinking organisations who need speedy, responsive mobile printing for flexibility and high levels of productivity."

The devices will be available through Australian Brother Resellers from September 1st.

RJ-2035B

RRP: \$449

For more information click here

RJ-2035B Specs Size: 79.0(W) x 116 mm (L) x 36.5mm (H) Weight: 215g Print resolution: 203dpi Maximum print speed: 4 ips (101.6 mm/sec)  
Sensor type: Reflective Bluetooth: MFi Bluetooth Version 5.0 Media: Max OD 30m, Width max 58m Drop: 1.8m IP: IP42 RJ-2035B Accessories  
Rechargeable Lithium-Ion battery Car adapter (cigarette socket type) Charging cradle  
(1 bay) Battery charger  
(4 bay) Shoulder Strap

RJ-3035B

RRP: \$649

For more information click here

RJ-3035B Specs Size: 105.0(W) x 116mm (L) x 49.5mm (H) Weight: 375g Print resolution: 203dpi Maximum print speed: 4 ips (101.6 mm/sec)  
Sensor type: Reflective Bluetooth: MFi Bluetooth Version 5.0 Media: Max OD 40m, Width max 80m Drop: 1.8m IP: IP42 RJ-3035B Accessories  
Rechargeable Lithium-Ion battery Car adapter (cigarette socket type) Charging cradle

(1 bay) Battery charger

(1 bay) Battery charger

(4 bay) Shoulder Strap Roll Holder About Brother International (Aust) Pty Ltd

In operation for more than a century, Brother is a global manufacturer of laser printers, laser and inkjet Multi-Function Centres, label printers, scanners and mobile products and is recognised for its range of technology-driven machinery used within businesses worldwide.

With corporate printing solutions at the forefront of its services, Brother boasts customer satisfaction across small, medium, and large businesses. Its printers have been recognised with 6 consecutive wins for the coveted PC Magazine, Business Choice Award, and 10 consecutive wins of Readers' Choice Awards. The organisation takes pride in its consistent efforts towards promoting environmental conservation and cost minimisation, particularly through providing solutions that encourage efficiency in the workplace.

Brother International Australia is a wholly owned subsidiary of Brother Industries, which was founded in 1908 in Japan. Brother Australia was established in 1977, with a head office located in Sydney and state offices nationally throughout Australia. About Brother Earth:

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother's attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

## Contacts

Brother Australia

mailto: