

# Professional labelling makes everything clear – a label printer is an integral part of the undertaker's toolkit

Precision and care in every detail are needed to send someone on their final journey, and that is why Byens Bedemand chose a Brother label printer to mark up coffins and urns.



## Byens Bedemand – on Zealand

Byens Bedemand was founded by Dennis Tobiasen in Slangerup in 2009, and the company now has branches in eight towns on the island of Zealand.

Here, the emphasis is on close personal service, and the business is naturally professional to the core, so there are high standards for recording and labelling.

### Name labels for urns and coffins

There is a legal requirement for a slip to be attached to the coffin with the name of the deceased and details of who is to collect the body. That is why a funeral director needs a reliable label printer that can produce the labels they need.

Labels are printed directly from a special undertaker app (nembedemand.dk) on the phone, which has ready-made templates for the various labelling jobs.

There is also a QR code on each label which can be scanned because, as in many other industries, all records are now kept electronically.

### Keep on top of the details – all the way through – with a Brother label printer

When the deceased is collected, a label is attached to the coffin, and when they are taken to be cremated, the urn goes too, also with a label on it.

The label is scanned every time the coffin is moved, so there is always a clear record of who the deceased is and where they are being taken.

For this important task, Byens Bedemand chose the QL-820NWB label printer, part of Brother's QL-800 series, which can print labels up to 62 mm wide from a PC, Mac, smartphone or tablet.

This particular label printer was chosen because, as well as being reliable and efficient, it was also attractive enough to be left on view in the office.

### Private chapel and cold store with the option of a customised ceremony

Around 25% of the deceased are not members of the Church of Denmark, and their relatives need a different ritual way of saying goodbye to their loved ones.

That is why Byens Bedemand recently added its own cold store and chapel, so they can tailor the funeral or burial to meet any special wishes the relatives may have regarding the date and time, decorations and other touches. This allows for greater flexibility than a church service.

## Overview

### The challenge

Byens Bedemand needs urns and coffins to be labelled clearly and accurately so they always know which deceased person they are dealing with and have all the relevant information available.

### The solution

The company opted for six QL-820NWB label printers with Bluetooth and wi-fi connectivity to print coffin and urn labels, along with three LED printers (DCP-9015CDWE) for hymn sheets and general office documents.

### The benefits

Brother has supplied an efficient and user-friendly labelling solution which simplifies day-to-day work in the funeral parlour and is attractive enough to have on show in the office.

Three reliable LED printers from Brother are also on hand to print high-quality hymn sheets, quickly and easily.



**“You could say that we need peace of mind, even in death. As undertakers, we are very dependent on being able to label things correctly every time, so there are no mistakes. A reliable label printer makes our lives easier.”**

Dennis Tobiasen, funeral director and owner of Byens Bedemand

### Increased need for precise labelling

As there is growing interest in alternatives to church funerals, such as burials in forest cemeteries or scattering ashes at sea, Byens Bedemand takes back a number of urns after cremation, which the relatives either pick up themselves or have delivered by prior arrangement. Of course these are also carefully labelled.

### High-quality printing of hymn sheets

The requirement for reliability, not to mention efficiency, also applies to the choice of printers for the business.

Byens Bedemand has three Brother DCP-9015CDWE printers, which are used for office tasks and to print hymn sheets for funerals and memorial services. Hymn sheets often need to be printed at short notice, so it is important to produce fast, professional-looking, high-quality prints that are razor-sharp on the day. Brother's LED printers can handle this task.

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### QL-820NWB label printer

- Uses die-cut labels or label rolls on continuous tape, so you can print labels in exactly the length you need – up to 1 meter.
- USB, Ethernet, wi-fi and Bluetooth connectivity. Supports MFi and AirPrint
- Large backlit LCD display for easy setup and operation
- Integrated cutter so you can adjust the length of the labels yourself
- Print in both black and red\* – no need for any ink or toner

\*Using DK22251 tape.

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