



Unlocking Cost-Saving Secrets for Printing Labels at Your Jobsite



Introduction

Sure, you know how much a sheet of labels costs. But do you know the real cost of errors, downtime, and mislabeled assets? By spending less time labeling and more time on your core tasks, you can improve your overall efficiency— which may lead to increased profitability.

1	Cost of Labeling Checklist	3
2	Common Labeling Scenarios + Associated Costs	5
3	Sheet vs. On-Demand Labeling	7
4	Does Tape Type Affect Price?	9
5	When to Use Laminated Labels	10
6	More Tips to Save Time and Money	11



The Cost of Labeling Checklist



To find your real cost of labeling, it's important to consider the big picture. Have you factored in these variables to your overall budget? Here's a point-by-point breakdown of factors to consider, as well as surprising costs that can be traced back to your labeling process and printing equipment.



Labeling materials:

Assess the cost of your labels, tags, markers, or tapes. Consider the type, quality, and quantity of materials required for your job. Choose a supplier that delivers cost-effective options that don't compromise on quality.



Labor costs:

Determine the time and effort it will take to label various components, cables, or equipment. Consider the number of personnel involved, their hourly rates, and the overall labor expenses associated with the job. Don't forget to factor in the time it takes to design labels. Choose time-saving design software like [Brother LabelSuite™](#) or [Pro Label Tool](#) app.



Worker feedback:

Regularly seek feedback from your workers on pain points, and find rugged, dependable mobile label printers that can solve for them. For example, the time spent peeling individual backing off of each label adds up! Opt instead for a labeler with [automatic half-cut](#) or [manual cut](#) options. Short on workers? Choosing a fast, reliable label printer may help you do more work with less workers.



Compliance requirements:

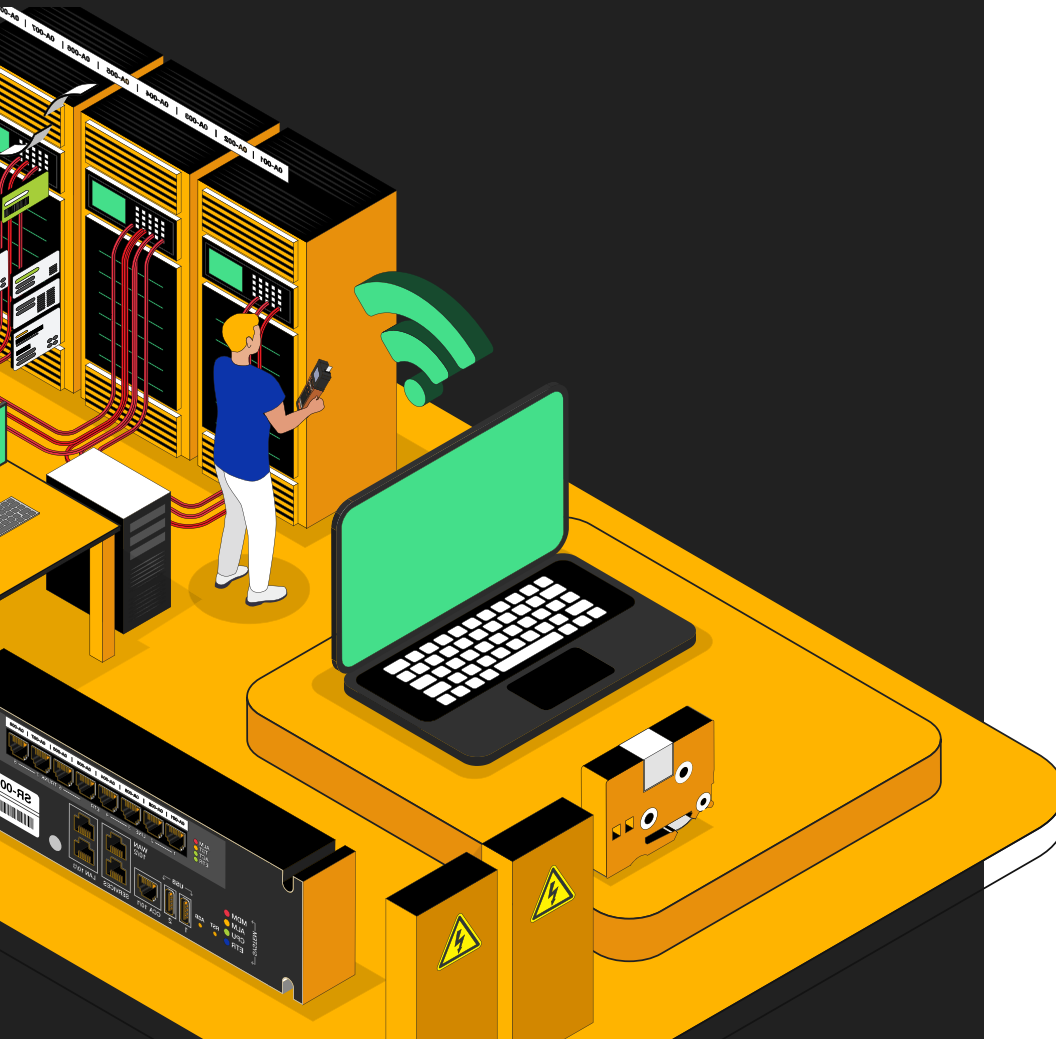
Identify any specific compliance standards or regulations that apply to the job. You may have to use specialized labeling materials or adhere to specific labeling conventions, which can impact costs. If you're not a compliance expert, consider investing in printers that include [free software](#) that can help you design and print compliant labels on the spot.



Equipment and tools:

Consider the costs of special equipment or tools needed to perform labeling tasks efficiently and accurately. While a low-quality label printer may save you costs upfront, investing in a rugged, durable industrial printer can deliver a lower total cost of ownership (TCO) overall.

The Cost of Labeling Checklist



- ☐ **Training and expertise:**
Determine if additional training or expertise is required to ensure proper labeling practices with your chosen printing solution. Avoid costly trainings and support by choosing user friendly printer interfaces, guided software, and options to add mobile or desktop applications to streamline complex labeling jobs with minimal training.
- ☐ **Longevity and durability:**
Consider the lifespan and durability requirements of the labels, as well as the printing equipment you deploy. Choose labels made with materials that can withstand specific environmental conditions and are unlikely to require replacement or maintenance over time. And choose printers that are rugged, drop-tested, and designed for industrial environments.
- ☐ **Error prevention and rework:**
Accurate labeling is crucial to prevent errors, misidentifications, or rework. Consider the costs associated with potential mistakes, including labor, materials, and the impact on project timelines. You may be able to mitigate these costs by deploying an on-demand label printer so you can correct mistakes right on-site.
- ☐ **Scalability and flexibility:**
Evaluate the scalability and flexibility of your labeling solutions. Determine if your chosen labeling approach can accommodate future expansion, changes in equipment, or evolving requirements without significant cost implications. For instance, choosing a Brother mobile printer allows you to print more than just labels! You can use the same printer for asset labeling, MRO strategies, [and more](#).
- ☐ **Maintenance and updates:**
Consider ongoing maintenance costs associated with your labeling printing solution. Choose a mobile printer from a company that offers [industry-leading warranties](#) and lifetime support.



Common Costly Labeling Scenarios

As a field professional, time is your most valuable asset. The real costs of your work can be quantified by looking at how much time you spend on your processes and on-site—not just materials used. To save money, your focus should be on maximizing efficiency to save valuable time.



Tip: When it comes to quantifying the value of your work in the field, your real costs are in the time spent on the process—not the materials used.

The problem with pre-printed labels

Frequently, pre-printed labels accompany these time-consuming, monotonous, inefficient, and occasionally hazardous situations.

- ✓ Waiting for labels to be printed
- ✓ Labels damaged in transit
- ✓ Hand sorting through pre-printed labels
- ✓ Misspelled letters or misplaced numbers
- ✓ Peeling the back off every label
- ✓ Cleanup of old tape backing
- ✓ Leftover blank sheet labels
- ✓ Waiting to fulfill change orders

Common Costly Labeling Scenarios



Cost-Saving On-Demand Labeling Benefits

To avoid these time-consuming challenges and optimize your labeling workflow, consider investing in on-demand label printers specifically designed for field use. On-demand labels protect your most valuable asset, time, by delivering real benefits during common jobsite scenarios:



Instant printing

No more waiting for labels to print. With Brother on-demand label printers you can quickly generate the labels you need right at the jobsite, saving you time while reducing delays.



Durable labels

Brother genuine labels use high-quality materials designed to withstand the rigors of the field, so your labels won't get damaged by the elements or wear out quickly.



Convenient half-cuts

Many printers offer an automatic half-cut feature. This eliminates the time it takes you to peel the backing of each label, as well as time spent cleaning up strips of labels from the floor.



Efficient organization

By printing labels on-demand and on-site, you can stop hand sorting through pre-printed labels, saving time and reducing the risk of errors.



Error-free labeling

With on-demand printing, you can avoid mistakes caused by misspelled letters or misplaced numbers. Just make corrections right onsite — no reprints or trips back to the office required.



Reduced waste

With on-demand printing, you only print the labels you need, avoiding leftover blank sheet labels and minimizing costly resource waste.



Tip: By deploying on-demand label printers tailored for datacom and electrical work, you may be able to enhance efficiency, reduce costs associated with labeling errors, and earn more time back in the field.

Traditional Pre-Printed Sheet Labels vs. On-Demand Labeling

Should you use pre-printed labels, or generate labels on-demand? At first glance, it may seem like pre-printed labels are more convenient than an on-demand printing solution, especially when dealing with high-volume, repetitive jobs.

In reality, you can expect to pay more per label with preprinted sheet labeling. Here's what you should factor in when considering the true cost of on-demand vs. pre-printed labels:



Tip: Having an efficient labeling process is critical for saving money.



Time savings

Shuffling through sheets to find a specific label is a small task that can eat up a lot of time. With on-demand label printing, you can spend less time sorting and searching and more time on the job.



Flexibility

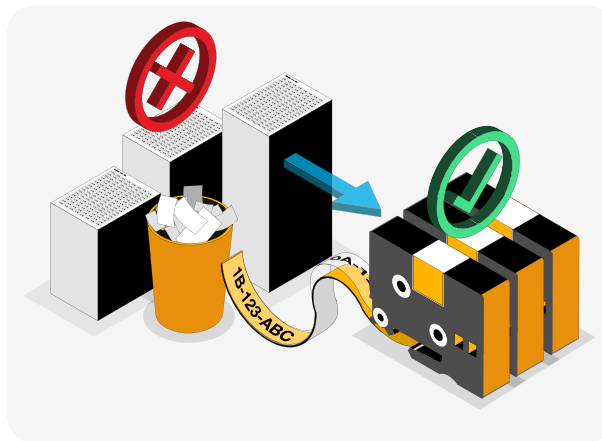
With pre-printed labels, change orders and last-minute adjustments mean wait time and drives back to the office. By immediately printing on-demand labels when a change order comes in, you can maintain your momentum.

Traditional Pre-Printed Sheet Labels vs. On-Demand Labeling



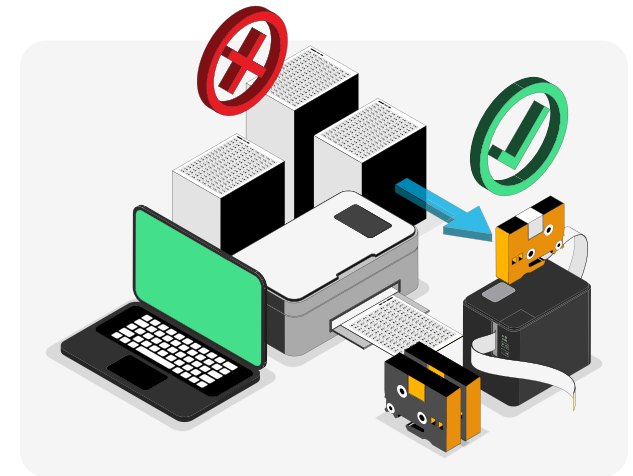
Margin for error

Mistakes happen, but with on-demand printing, mistakes can be corrected. On-demand label printing allows you to redesign, reprint, or redo, right when you need to.



Material savings

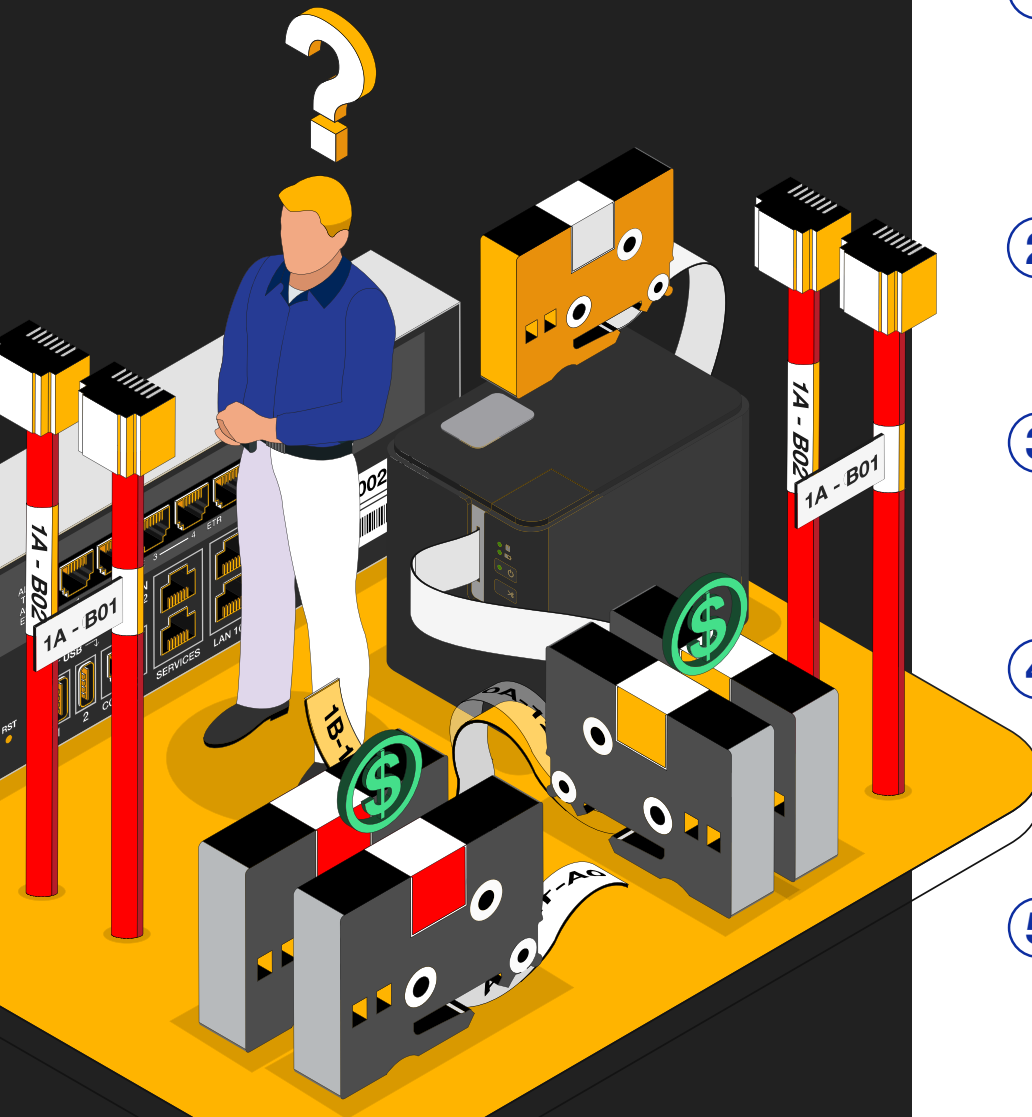
Thermal transfer and direct thermal label printers allow you to take costly ink and toner out of the equation. And because you don't need to discard partially printed sheets, you can expect to significantly minimize label loss.



Cost effectiveness

Sheet labeling tends to be more expensive per label than on-demand printing, especially when you factor in additional costs like ink and toner, reprints and replacements, and accommodating change orders. By using on-demand labeling, you can significantly reduce the cost of these variables.

Does Tape Type Affect Costs?



The adage “measure twice, cut once” applies to more than just construction. By choosing the right tape the first time, you can reduce rework, enhance asset management, improve productivity, prevent damage, streamline your workflow, and protect your bottom line. The right tape may help you:

- 1 Avoid frequent label replacement, rework, and errors**
Choosing high-quality media, like Brother genuine labels, can help you ensure that your work will stand the test of time. Durable labels can resist damage from moisture, extreme temperatures, abrasion, UV exposure, and more. This durability and longevity can help you avoid frequent label replacement and label misidentifications that cost time and resources.
- 2 Save time and boost productivity**
Pairing the right label with a powerful, durable industrial printer will significantly reduce the time you spend on everyday labeling processes. Choose a printer that delivers quick, reliable printing alongside hassle-free features like automatic half-cuts.
- 3 Stay compliant**
Stay compliant long after you've left the site with labels that won't deteriorate or become unreadable over time. By choosing labels that are made with durable materials, you can help prevent costly events like potential penalties, rework, or accidents due to a missing or unreadable label.
- 4 Ensure efficient asset management**
Your client isn't the only person who can benefit from strong, long-lasting labels! Streamline your workflow, identify your equipment more easily, and avoid unnecessary purchases by labeling your datacom and electrical assets. This enhanced operational efficiency can help you save time while avoiding the cost of misplacing items or buying duplicates.
- 5 The environment you work in is unique**
Choosing a tape that can stand up to harsh industrial environments while meeting your overall needs is crucial for budget, long-term cost savings, and lower TCO.



When to Use Laminated Labels

Your work takes place in harsh environments, so choosing the right label materials is critical to making the most of your dollar. While critics of lamination may argue that laminated labels don't offer the thinness, heat resistance, or legibility needed for the job, it often comes down to the quality of the label— not the lamination itself.

Three key cost-saving benefits of laminated labels:

1. Having a laminated layer protects any printed information from moisture, chemicals, UV exposure, abrasion, and other potential damage.
2. The laminated layer protects the thermal transfer ink, ensuring no smudging, fading, or smearing of critical information printed on the label.
3. While laminated labels may cost slightly more upfront, the long-term costs savings far outweigh any initial investments. They keep information intact, which can help prevent rework and ongoing label-related labor costs, or even fees and fines from non-compliance.

Brother lamination is made with industrial professionals in mind.

- ✓ Six layers of materials work together to form labels that are thin, flexible, and extremely durable.
- ✓ Thermal transfer printing is sandwiched between two thermal protective layers of PET (polyethylene terephthalate) for a virtually indestructible label made to withstand tough conditions.

A pre-laminated label makes printing on-demand reliable and trouble free. Brother preloads all consumables needed into a drop-in cartridge design. This means that your label is ready to be printed, peeled, and put on virtually any surface immediately. And your label is there to stay—the content is heat-printed under the lamination, which means that if you use the right Brother tape, our labels will stick in even the harshest of environments.

Even More Tips to Save Time and Money

Keep your money-saving momentum moving with these top tips for industrial professionals.

- ✓ Streamline your process by using a handheld or desktop onsite printer that can be preloaded with your certification/testing database, like the handheld PT-E560BTVP. It comes fully loaded with industry related labeling functions that make any project manageable and less time consuming.
- ✓ Make sure you're using the right type of tape for the surface you're working with. The right tape will save you money, time over time. Learn more about tackling the job with the right tape here.
- ✓ Use cable wraps instead of flag labels when possible. Flag labels are time-consuming and tedious. Another option for small OD cables/wires/fiber is heat-shrink. You can learn about why Brother recommends these and other non-traditional tape options here.
- ✓ Print a single strip of labels at once. Keep labels in order, organized, and easy to clean up— no picking up tiny pieces of backing from the floor.
- ✓ Use smart apps to streamline your processes. Industry leading companies like all have collaborative apps with Brother printers—including the Brother Pro Label Tool app.
- ✓ Leverage label printers designed for your applications. Quickly size the right label for your application, serialize, or use a database saved on the printer or from the Pro Label Tool app to further streamline your workflow.

Work smarter, not harder, with our leading label printers.



P-touch family

Experience on-demand serialized and barcode labeling for tough industrial applications.

- ✓ Wire wraps & cable flag labels
- ✓ Patch panel labeling
- ✓ Fiber cable labels
- ✓ Electrical boxes & panels
- ✓ Equipment, cabinet & rack labels
- ✓ Heat shrink tube
- ✓ Sequentially numbered connections
- ✓ Active/passive electronics labels
- ✓ Asset management labels

[Learn more](#)

Get a consultation

Schedule a free consultation to see how Brother can help you start optimizing your operations.

[Contact us](#)

Elevate your expertise

Subscribe to our must-have Morse Code Newsletter and unleash the power of exclusive tips and tricks curated specifically for you.

[Join the Morse Code](#)