



MW-140BT



### Customer

Hot Diamonds Group.

### Challenge

Hot Diamonds Group needed a mobile printing solution for their sales representatives to be able to print off customer orders and invoices. The printer had to be very portable and work with their MiniSell platform.

### Solution

Hot Diamonds bought Brother's MW-140BT mobile printers for their sales representatives in the UK.

### Benefit

The printers have proved very popular with both staff and customers. They are very portable, easy-to-use and have helped to increase efficiency and customer satisfaction.

### Conclusion

Brother's MPrint has been the perfect solution for Hot Diamonds' sales reps and are now a necessary part of their working schedule.

# together

Hot Diamonds Group

## Brother's mobile printing solution helps Hot Diamonds improve customer service

The Hot Diamonds Group is a trading name of Historic Originals, originally founded in 1986 as an importer of jewellery from South East Asia. In 2001 Historic Originals launched the Hot Diamonds brand, a stunning collection of sterling silver and diamond jewellery and quickly established itself as the number one selling jewellery brand in the UK and Worldwide. Now employing 80 people in the UK, Hot Diamonds is available in over 1500 retail outlets, from major department stores to local high street jewellers; as well as having distributors in 15 different countries; and a major presence in travel and retail outlets (Airlines).



'Pure Limited Edition' by Hot Diamonds



### Challenge

In the past six years the Hot Diamonds brand has grown tremendously and large department stores as well as independent jewellers have been keen to get the latest designs. To make sure the Hot Diamonds sales representatives have as much up-to-date information as possible about their customers and the availability of stock, they invested in a complete mobile solution with Aspin's Management Systems. Using a handheld PDA (HP's iPAQ2790) and Aspin's MiniSell application would enable the field sales representatives to download up to date product and customer information for their territory on a daily basis. This would reduce calls to customer service and make the whole sales process more efficient. The same device could also be used to capture orders and efficiently send them straight back to head office for processing. The MiniSell solution would help to increase efficiency, reduce

business costs and promote profitability. With many independent jewellers lacking the facilities of a PC or printer on their premises, customer orders and receipts out on the road remained a paper and pen process, which was proving cumbersome and slow. Hot Diamonds needed a mobile printing solution that would work seamlessly with MiniSell. It also had to be portable for the representatives out on the road – representatives in London use the London Underground to travel and would struggle to carry around anything too heavy or large. It also had to have bluetooth connection so it could print anywhere.

### Solution

Brother's MPrint, the MW-140BT mobile printer was the solution. At just 17.5mm in thickness, including its rechargeable lithiumion battery and paper cassette it is ultra-compact. It prints A7 sheets of paper and has a carry case for portability.

“Brother’s mobile printers have been a god send for us. Our staff and all our customers love them. In a practical sense they are perfect - small and light – many of the other mobile printers were huge and we couldn’t expect our staff to carry them around all day – so the MPrint was perfect. It means our sales staff can leave customers with a receipt for their order in an instant. We’ve been using them for over two years now and they’ve been very resilient.”

*IT Manager, Harry Balfour*



### Benefits

The immediate benefit of the MW-140BT is its size. Hot Diamonds’ sales representatives found the printer extremely portable, as it easily fits in a pocket or in the glove compartment of a car. Other mobile printers were too bulky and heavy to carry, so the MPrint proved to be a revelation. Being small was just part of its appeal, the MPrint was the perfect mobile solution – with only a few moving parts, making it very reliable, even on the move - and because it doesn’t require ink cartridges, it is convenient and simple to use. The MPrint worked well with the MiniSell application and overall complimented the portability of the existing hardware. Its Bluetooth capability meant that Hot Diamonds staff could use the printers almost anywhere, giving them total flexibility. Sales Reps now have the

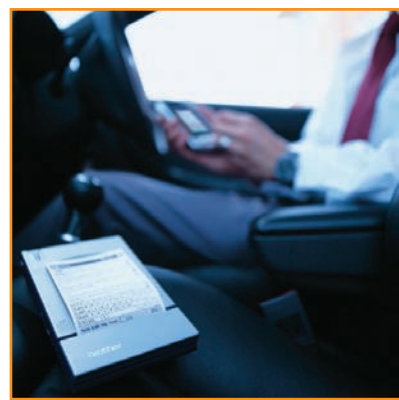
ability to check stock availability, place an order and then print off a detailed order and receipt to leave with the customer, all in a matter of minutes – overall increasing efficiency and customer satisfaction. Feedback from the Hot Diamonds’ sales team is extremely positive – finding the printers to be extremely robust and reliable.

### Conclusion

Brother’s MPrint is the perfect partner for Hot Diamonds’ mobile solution, helping its sales representatives to improve efficiency and customer service.



### MW-140BT



### MW-140BT

- Uses A7 cut paper
- Easy to replace paper cassette
- Prints from Windows PC’s and Laptops, Windows Mobile PDAs and Blackberry devices
- Prints on thermal paper
- Holds up to 50 sheets of paper
- Up to 300dpi resolution
- USB and Bluetooth interface
- Rechargeable lithium ion battery through AC adaptor power supply



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at your side

For further information please visit our website  
[www.brother.co.uk](http://www.brother.co.uk)