



Case Study: Netkom Communication Technology LLC

## Brother provides efficient labelling solution to a Telecom and ICT integration company

Netkom Technologies supplies a complete range of modular services to major OEMs, network operators, mobile operators and other communication companies in Pakistan, UAE, Saudi Arabia and Oman. The services include network planning and optimization, network designing, network construction, civil works, supply of testing equipment, outsourcing of logistics, and installation, commissioning and dismantling of equipment, along with tailored enterprise solutions.

Mr. Irfan Sarwar, Netkom's Regional Manager talks about how Brother labelling solutions have been helping the company in improving their efficiency as well as their deciding factors and influences in using Brother.

### The Challenge

Netkom Communication Technology LLC was heavily utilizing labels in their daily operations. As the company is involved in network planning, designing and installation, labelling is a crucial part of the job of most employees. They were initially printing labels on papers and using tapes to stick them to the cables and other materials, which is time-consuming, not reliable and not safe. The quality was also far from their requirements from labelling solutions.



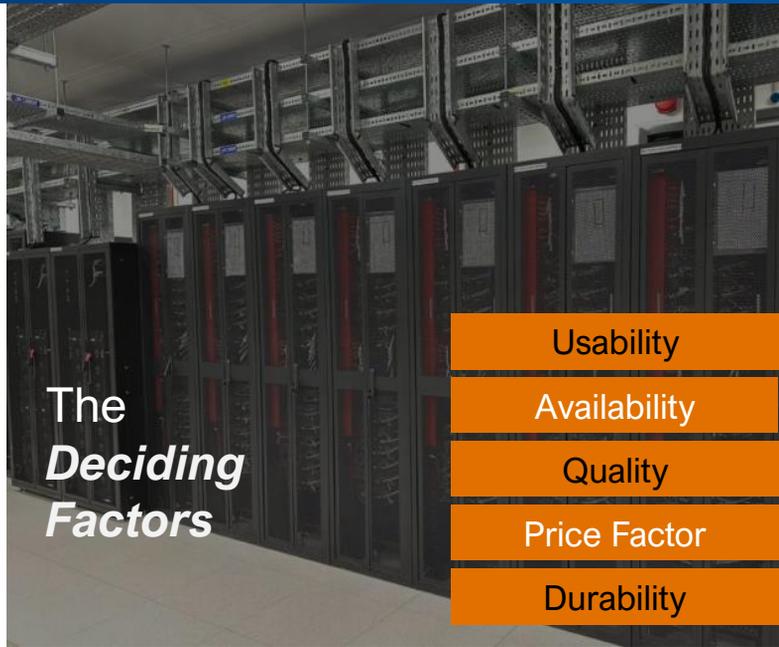
## The Solution

The company apprehended the current labelling procedures and the materials used (printing and sticking on the surface) to be unreliable and a time waste. The durability is also questionable given that the resources are not conducive for the job they're being used.

Netkom found about Brother (labelling solution) through the market and recommendations from another customer. They also searched through various distributors and dealers to find the most suitable machine for the job's intricate requirements.

From 2009, Netkom has been using Brother labelling machines and since then has found satisfaction with the machine's performance. Not only that Brother's labelling machines are able to meet their labelling needs, but the fact also that they are handy and convenient to use, offered the company the flexibility alongside convenience, reliability and efficiency even on-site.

*Brother labelling machines work perfectly with **Brother professional labels and tapes** that are designed for a **wide range of applications and environments**. The company specifically uses **laminated tape for wrapping and flagging cables**, and **heat shrink tube that helps grips to the cable when shrunk down**, among others.*



## The Deciding Factors

## The Benefits

**Apart from the availability, durability and reasonable price of Brother labelling machines, the usability and good quality were the topmost considerations of the company while selecting for the solution.**

Due to these factors, Netkom Communication Technology LLC has been patronizing Brother labelling machine for almost 15 years now and has since then been changing the way they work.

One of the most significant advantages of using the machine is the company's ability to produce durable and reliable labels that can stand the test of time and the extreme environmental conditions.

*The machine's efficiency eliminated time wastage and reduced cost from manual printing and sticking labels with tapes. It **reduced their time, thanks to the Brother software and simple interface, which allows them to use the machine easily and effectively.***

For more information about Labelling machines, visit <https://www.brother.ae/en/labellers>