



Gugguu solved its label printing challenges with Brother's consultative selling approach

Gugguu is a Finnish company founded in 2012 which designs and manufactures high-quality children's clothing from ecological and high-quality materials. The company's products include children's indoor and outdoor clothing as well as children's accessories.

GUGGUU®

History of Gugguu

Gugguu was founded in 2012 by two sisters and mothers of three, who wanted to find high-quality and sustainable children's clothing for their children. The idea at that time was that high-quality children's clothing should withstand regular use as well as maintain a high resale value.

Gugguu designs all of its products in Finland and manufacturing takes place in Europe. The values of the company continue to be based on the same basic pillars: passion, independence, respect and, most importantly, ecology.

Gugguu's products are currently being sold in 14 countries. The brand delivers products worldwide through its own online store. In addition, the brand's products can be sold and purchased from consumer to consumer through the brand's own second hand platform, Gugguu Preloved.

Solution-orientated selling convinced the customer

The labels in Gugguu's production were all right, but they needed a label printer that could be used to print the barcodes and product labels into smaller batches of products.

So in the spring of 2024, they reached out to our reseller Verkkokauppa.com, with whom we had also started collaborating on label printing solutions.

It was agreed between the dealer and the customer that Brother could get in touch and find out what requirements Gugguu has regarding the label printer.

Brother's Sami Kivelä consulted Gugguu on what kind of label printer solution was needed and what operating environment the labels would be manufactured. Brother offered a no-charge test period for the TD-4520TN label printer.

“Operating the machine was extremely easy. We will definitely continue using Brother's label printer! So easy and effortless!”

Kirsi-Maria Tölli, Marketing Director, Gugguu

Summary

The Challenge

Gugguu had contacted Verkkokauppa.com. The labels the customer was currently using were ok but they needed a label printer that could be used to print barcodes and brand labels on individual clothing items. In this case, the information on labels can be updated smoothly, for example, for smaller product batches.

The Solution

Verkkokauppa.com contacted Brother, who consults the client in a solution-orientated manner. After a telephone conversation, Brother's presales team visited the customer to build a working label solution.

The Benefits

The company is now able to produce the clothing labels they require, as Brother went to install the device and create a ready-made label template and trained users how to use the solution. In the event of any problems, Brother has ongoing customer support available. Labels no longer have to be ordered elsewhere, thus achieving savings in time and cost.



“You genuinely listened to what we needed, and you offered a solution accordingly, instead of just selling us some machine from your stock. The service was very friendly and professional.”

Sini Savela, Chief Operating Officer, Gugguu

Platform challenges emphasise the perseverance and customer orientation of the presales team

Brother’s philosophy is that customers should be able to test devices to ensure they are suitable for what they need. Together with the customer, Brother built a solution that allowed them to make their own labels instead of ordering them from a contractor. Gugguu said they had achieved significant savings in time and effort compared to the earlier process of commissioning the labels.

Building the label solution for the test period was not exactly simple due to the operating environment challenges, but the tenacity and customer service spirit of the presales team convinced them that it was the right approach.

Sini Savela of Gugguu commended Brother’s friendly and expert operating model: by genuinely listening to the customer, we found just the right label printer for which Jukka Redsvén of the presales team built a label solution on site. In addition, Jukka supported the customer by phone and remotely in accordance with our motto “At your side”.

During the test period, Gugguu immediately put the professional TD-420TN label printer into production. “We immediately started testing the device for a smaller batch. We were very pleased with the device and the cost savings that we achieved in such a short period of time,” states Sini Savela, Chief Operating Officer, Gugguu.

Sini Savela of Gugguu concludes: “The next time we need a similar device, we will be the first to ask Brother for a solution. I can warmly recommend Brother’s products and service to other companies as well.”

Read more:
brother.is/case-studies