



CHALLENGE

To make sure each employee receives the right meal, every food item must be clearly labelled. Unlike regular Just Eat consumer orders, where labelling isn't usually necessary, **Just Eat for Business** relies on item-level labelling for accuracy.

This created a challenge: while restaurants are skilled at preparing food, they're **not equipped to handle label printing**. Helping them install and set up printers was a difficult process for Just Eat.

Another challenge came from the way printers were supplied. Just Eat had been buying printers in bulk, storing them in a warehouse, and then distributing them to restaurants. Often, these printers sat unused for long periods, which reduced the warranty time left waiting to be installed.

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RESTAURANTS EXCEL AT PREPARING FOOD - THEY AREN'T LABEL SPECIALISTS.

Just Eat for Business is the corporate catering arm of Just Eat. The platform makes it simple for companies to manage food orders by setting budgets while giving employees the freedom to choose meals that suit their preferences and dietary needs. This creates a more flexible and efficient approach to corporate catering.

Lukas Kilmek, Strategic Accounts Operations Manager at Just Eat for Business, reached out to ERS for support. He was looking for a partner who could provide a reliable labelling solution that would **remove the burden from restaurants, streamline the setup process**, and address the challenges caused by storing and distributing printers in-house.

SOLUTION

At ERS, we created a dedicated solutions page for Just Eat business customers, bringing together all compatible hardware and media options in one place. This makes the purchasing process straightforward, with two clear Zebra ZD230 printer choices: one compatible for PCs, and another for tablets.

Customers can easily select the right model for their setup and order with confidence, knowing the hardware is fully compatible with the Just Eat platform. By handling the supply process directly, this ensures that every customer receives brand-new tech with the full manufacturer warranty.

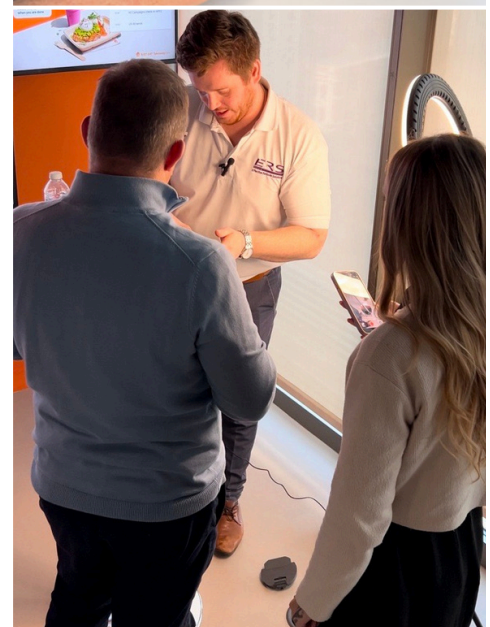
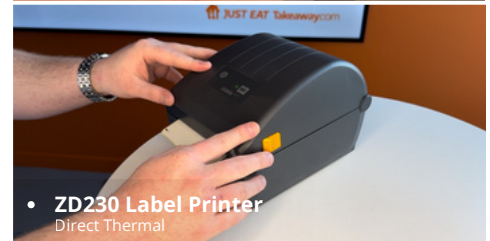
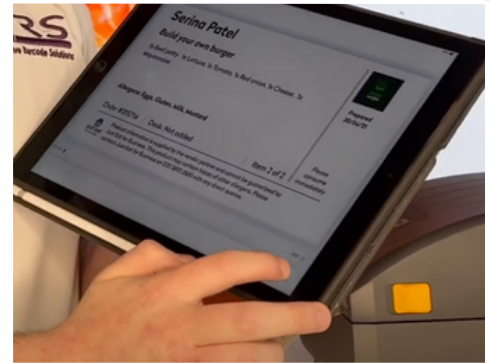
To make setup as simple as possible, we produced step-by-step videos and guides showing exactly how to install and use their Zebra label printers. For customers who need extra help, a dedicated support request form has been created, giving direct access to the technical team for quick, hands-on assistance.

Just Eat Zebra Solutions 

WHY ZEBRA'S ZD230?

For Just Eat for Business customers, the **Zebra ZD230** is the preferred solution. It provides the right balance of cost and reliability, making it an **affordable** option for restaurant partners who may be printing labels for the first time.

ZD230 printers deliver on **compatibility**. They **integrate smoothly** with PCs and are simple to set up and operate. In addition, their Bluetooth connectivity supports the MobiPrint app, giving restaurants without PCs an easy way to get started at a low cost.



"Working with ERS, a Premier Zebra Partner, gave Just Eat confidence in a reliable supply of printers and labels. With full visibility of the EU distribution channel, ERS monitored stock levels and acted early - pulling stock into their own facilities when needed. This proactive approach kept the supply chain stable and consistent."

LUKAS KILMEK

Strategic Accounts Operations Manager
Just Eat for Business