

# Brother VC-500WCR

Design n Craft Full Colour Label Printer

## Product Introduction

### Model Name & Positioning

**Product Name:** Brother Design n Craft Colour Label Printer VC-500WCR

**Product Category:** Full Colour Label Printer

**Target Audience:** Crafters and hobbyists

### Core Purpose and Usage

Developed for crafters and hobbyists, the Design n Craft printer makes every project unmistakably yours by creating labels in full colour. Print labels up to 50mm in width using your smartphone and tablet or from your PC/Mac.

The Design n Craft Colour Label Printer is designed to take your craft projects to the next level. You can print labels in up to five different widths – 9mm, 12mm, 19mm, 25mm and 50mm – ideal for everything from papercrafts, bullet-journals, wedding invitations, scrapbooks and even home décor.

From intricate patterns to full colour photographs, you can customise all of your designs easily. Labels can be designed, edited and printed from PC, Mac, iOS or Android, via USB or Wi-Fi and the printer uses the latest technology to guarantee a high quality, professional finish.

# Campaign Launch: Full Colour Label Printing Revolution

**Campaign Tagline:** "Bring labels to life using ZINK Zero Ink technology"

## About the Campaign

Brother has launched an innovative campaign showcasing the revolutionary full colour label printing technology. The VC-500WCR Design n Craft printer is a flagship product in this campaign, demonstrating how ZINK® Zero-Ink® technology transforms the way people create and use labels.

## Campaign Focus: VC-500W Full Colour Label Printer Series

The campaign centers around Brother's VC-500W series of full colour label printers, with the VC-500WCR being the premium model designed specifically for crafters and creative professionals. This campaign highlights the unique advantages of ZINK technology:

- **No Ink Required:** Special colour crystals are embedded directly in the label, changing to the required colour when printed
- **No Smudging:** Labels don't smudge even immediately after printing
- **Water & Tear Resistant:** Durable labels that withstand everyday use
- **Portable & Leak-Free:** No ink means no leaks - transport with confidence
- **Professional Quality:** Full colour, high-resolution printing for all your projects

## How VC-500WCR Fits into the Campaign

The VC-500WCR Design n Craft printer is the perfect embodiment of the campaign's core message. It brings labels to life through:

- **Creative Freedom:** Print custom photos, stickers, and labels in full colour
- **Versatility:** Five different roll widths (9mm, 12mm, 19mm, 25mm, 50mm) for various applications
- **Accessibility:** Easy-to-use software and apps for PC, Mac, iOS, and Android

- **Professional Results:** 313 dpi resolution with continuous printing up to 420mm
- **Modern Connectivity:** USB, Wi-Fi, and AirPrint support for seamless printing

## Campaign Applications

The VC-500WCR supports the campaign's vision across multiple use cases:

- **Office Labelling:** File folders, document wallets, archive files, and storage boxes
- **Event Management:** Staff badges, visitor badges, and event signage
- **Creative Projects:** Papercrafts, bullet journals, wedding invitations, scrapbooks, and home décor
- **Professional Signage:** Clear, high-quality labels for any business or personal need

*The VC-500WCR is more than just a printer - it's a tool that brings creativity to life, perfectly aligned with Brother's campaign to revolutionize label printing through innovative ZINK Zero Ink technology.*



# Key Specifications

## Printing Technology

### ZINK® Zero-Ink® Full Colour Printing Technology

Print your favourite designs in full colour without worrying about ink cartridges. Using ZINK® colour paper and Zero-Ink® technology, your photos will never smudge and are water and tear resistant.

## Print Capabilities

<b>Print Widths</b>	9mm, 12mm, 19mm, 25mm, and 50mm
<b>Maximum Print Width</b>	50mm
<b>Maximum Label Length</b>	Up to 420mm (continuous printing)
<b>Print Resolution</b>	313 dpi
<b>Print Speed</b>	8mm per second

## Connectivity

<b>USB Interface</b>	USB 2.0 Full Speed
<b>Wireless Network</b>	IEEE802.11b/g/n (Infrastructure Mode)
<b>AirPrint</b>	Yes - Built-in AirPrint support
<b>Mobile Printing</b>	iOS and Android compatible via Wi-Fi

## Physical Specifications

---

<b>Dimensions</b>	113mm (W) × 116mm (D) × 96mm (H)
<b>Weight</b>	0.66 kg
<b>Design</b>	Compact design uses little desk space



# In-the-Box Contents

---

## What's Included:

- **Label Printer** - VC-500WCR Design n Craft printer unit
- **AC Adaptor** - Power adapter for the printer
- **USB Cable** - For PC/Mac connectivity
- **AC Power Cord** - Power cable
- **Documentation** - User manuals and guides
- **CK-1000 Print Head Cleaning Roll** - 50mm wide, 2m long
- **CZ-1004 Full Colour Continuous Label Roll** - 25mm wide, 5m long



## Key Features

---

### Creative Capabilities

---

**Create unique, colourful designs** on glossy adhesive paper using your favourite photos, images and text

**Take your craft projects to the next level** - from cards and gifts to home decorations and more

**Choose from hundreds of built-in assets** - icons, frames, filters, fonts and backgrounds in the free Brother Color Label Editor app or P-touch Editor software

**Full colour, professional quality finish** using ZINK® Zero-Ink® Printing Technology

## Compatibility & Software

---

**Free Brother Color Label Editor app** - Available for iOS and Android

**Free P-touch Editor software** - Compatible with PC, Mac, iOS and Android

**Cross-platform support** - Design and print from PC, Mac, smartphone, or tablet

**AirPrint built-in** - Print directly from Apple devices without additional software

## Printing Features

---

**Continuous printing** - Create panoramic photos, stickers and labels up to 420mm in length

**Easy-loading paper rolls** - Simple roll loading system

**Built-in cutter** - Clean edges every time with automatic cutting

**Five roll widths available** - 9mm, 12mm, 19mm, 25mm, and 50mm

**Long roll length** - Each Brother paper roll is five metres long

## Durability & Quality

---

**Water resistant** - Labels won't smudge and are water resistant

**Tear resistant** - Durable labels for long-lasting projects

**Professional finish** - High-quality output for all your craft projects



# Detailed Specifications

---

## General Specifications

---

Technology	ZINK Zero-Ink Full Colour Printing Technology
Printing Maximum Print Width	50mm
Printing Resolution	313 dpi
Standard Print Speed	8mm per second

## Connectivity Specifications

---

AirPrint	Yes
USB Interface	USB 2.0 Full Speed
Wireless Network Interface	IEEE802.11b/g/n (Infrastructure Mode)

## Dimensions and Weight

---

Dimensions	113mm (W) × 116mm (D) × 96mm (H)
Weight	0.66 kg

## Supplies

---

<b>Label Rolls</b>	CZ Full Colour Label Rolls (available in 9mm, 12mm, 19mm, 25mm, and 50mm widths)
<b>Cleaning Rolls</b>	CK printhead cleaning rolls
<b>Roll Length</b>	5 metres per roll

## Supported Media Widths

---

<b>Available Widths</b>	9mm, 12mm, 19mm, 25mm, 50mm
<b>Roll Length</b>	5 metres per roll

# Use Cases & Applications

---

## Ideal For:

**Papercrafts** - Add custom labels and decorations

**Bullet Journals** - Create colourful headers and dividers

**Wedding Invitations** - Personalised stationery and labels

**Scrapbooks** - Full colour photo labels and decorations

**Home Décor** - Custom labels for organisation and decoration

**Greetings Cards** - Personalised card labels and decorations

**Gift Bags** - Custom labels and tags

## Key Benefits

---

### Built for Pure Creativity

The Design n Craft lets you print custom photos, stickers and labels in full colour. Let your creativity run wild and add personal touches to your craft project.

### Easy Connectivity

Using a PC or a Mac? No problem – simply connect the printer via USB or Wi-Fi and install the free Brother P-touch Editor software to unlock a new world of creativity.

## **Simple and Mobile**

Print from your mobile device with ease. Our free Colour Label Editor 2 app lets you pull photos straight from your camera roll or social media, with a suite of creative assets like filters, frames and backgrounds to pick from.

---

**Source:** Brother UK Official Store

**Product Page:** <https://store.brother.co.uk/devices/label-printer/vc/vc500wcr>

**Document Generated:** 21 January 2026

© 2026 Brother International Europe. All Rights Reserved.