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BROTHER INTERNATIONAL CORPORATION

# News Release

## For Immediate Release

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## **Brother Introduces Revolutionary Ink Jet Based Garment Printer to Latino Market**

*Machine will debut at Key Latino Heritage Month Events in Los Angeles before it makes it debut in other key Latino Markets in the US and Latin America*

Los Angeles – Brother International Corporation’s Industrial Products Division, a global leader in the industrial sewing market, launches a remarkable new ink jet garment printer in the Latino market to reveal its latest technology to Latino business owners in the textile industry and raise awareness of this new technology, the GT-541 delivers better performance and productivity in the screen printing industry.

The Brother GT-541 uses ink jet technology that prints on many garments in high quality color directly from a computer. The GT-541 marks the progression from screen printing technologies to a cleaner, faster, and more productive way to imprint images on garments. This ink jet garment printer is as simple to operate as a desktop printer, can network with multiple units, and delivers great print quality. The investment for printing is approximately 50 cents for the ink and \$1 for the t-shirt, which can be sold at market rate from \$15-\$30.

The GT-541 is faster and less expensive to operate than traditional screen printing machines because there is no set-up, tear-down, clean-up, screens, squeegees, or pallet adhesive. The GT-541 water based ink can be cured by a standard heat press, eliminating the need to purchase a conveyor dryer, and significantly reducing operating space requirements.

“The industry is literally lining up to bring the GT-541 into their businesses,” said Peter Holland, Senior Director. “Brother is the only manufacturer developing this technology that has field tested their printer for over one year at embroidery and screen printing businesses. We placed twenty-nine units and imprinted more than 100,000 shirts in a real-world setting to make sure we delivered the quality and durability we projected.”

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Brother's GT-541 will make its debut at key Latino Heritage Month events as part of a test market introduction to the US Latino market, it will participate in Univision Radio's Risas y Ritmo (Laughter and Music) hosted by renowned Spanish DJ "Piolin" Sotelo, Girls Night Out hosted by Rocio Sandoval "Peligrosa," at the Fiestas Patrias event at the Los Angeles Coliseum and Sports Arena, the LA County Fair at the Pomona Fairgrounds, and will culminate at the National Latino Congreso.

"We want to close the gap in technology among Latino Screen Printers and introduce the latest technology to people who aspire to opening their own business," said Fernando Padilla owner of Stitch City, a Brother International distributor in Southern California. "We are introducing this new technology as part of a test market to give the Latino Textile industry- and the community at large – an introduction of the businesses possibilities of owning the GT-541 a technology that is more efficient and less expensive to operate and that is currently revolutionizing the costly screen printing industry"

Brother offers a full line of industrial sewing and embroidery machines, software, accessories, parts (PAS Store) and training from the single head to multi-head models. The company is recognized for its high-quality, state-of-the-art machines and accessories – offering ease-of-use and flexibility at competitive prices.

### **ABOUT BROTHER**

Bridgewater, New Jersey, is the corporate headquarters for Brother in the Americas, (from Canada to South America) and has fully integrated sales, marketing services, manufacturing, and research and development capabilities located here in the U.S. In addition to its headquarters in New Jersey, Brother has facilities in California, Illinois, Massachusetts, and Tennessee as well as subsidiaries in California, Ohio, Canada, Brazil, Chile, Mexico and Argentina.

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