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Brother® Announces “The Smarter Way to Label” Industrial Products *Company Launch New P-touch EDGE™ Line of Industrial Labeling Tools*

BRIDGEWATER, N.J. (August 5, 2008) – Brother International Corporation, a worldwide leader in label printing, today announced the launch of two new models in its innovative [P-touch EDGE™](#) line of rugged hand-held industrial labeling tools. The new models, the [PT-7600](#) and [PT-7500](#), feature Brother® smart technology, which offers users a quick and cost-effective solution for the layout and printing of labels with just a few key strokes. The [PT-7600](#) and [PT-7500](#) are ideal for independent contractors, corporate IT managers or anyone responsible for a team of field service technicians or installers providing installation or services in the [voice/data/video \(VDV\)](#), [audio visual \(AV\)](#), [electrical](#) and security industries, where onsite on demand labeling is a very real and challenging issue.

Brother® smart technology includes a smart layout function where technicians or installers can quickly lay out and print labels for racks, patch panels, cables and wires, face plates, load centers and conduit, firestops, groundbus and virtually anything else that needs to be labeled onsite. This smart layout function includes built-in intelligence that automatically selects font size, positions the data, determines label size and other options important to a specific labeling application – [PT-7600](#) and [PT-7500](#) users can just type and print a label. For larger on demand applications, users can transfer a database to the [PT-7600](#) and save time entering data by simply searching on a key word and then inserting a phrase or identifier code into the smart layout function.

“There are a lot of things to consider when designing a label for a specific application and it can be a time consuming, trial and error process,” says Duane Yamashita, marketing manager, Brother International Corporation. “At Brother, we developed the P-touch EDGE™ line of industrial labeling tools with smart features to automate the data entry process and help print the right label the first time. We also realize that when industrial professionals work onsite, they need a labeling tool that helps them always be prepared to efficiently label almost anything on demand.”

Another important time saving feature is the [PT-7600](#) and [PT-7500](#)'s ability to manage data used in the smart layout function. Instead of entering data for each type of layout or specific labeling application, Brother® smart technology manages the data like a database, so that users only have to enter data one time and can then use it for any layout. For example, to make a label for a patch panel, [PT-7600](#) and [PT-7500](#) users can start by using the smart layout function, measure the patch panel port spacing with a ruler, enter the data for each port and then print a custom-fit label for a specific patch panel. To make

the individual labels for the cables that connect to each of the ports, [PT-7600](#) and [PT-7500](#) users can use a single key to change the layout and then print – no retyping necessary. This process can then be repeated for individual labels for corresponding face plates.

“Brother designed the [PT-7600](#) and [PT-7500](#) industrial labeling tools to give our industrial and commercial users a product that would not only save time, but also fit into their work style,” says Yamashita. “We know our customer’s work represents the best in service, quality and performance, and the [P-touch EDGE™](#) brand product line is designed to help give them a competitive edge by making their work look as good as it performs.”

For even higher performance and versatility, the [PT-7600](#) comes with software that provides the advantages of computer connectivity without needing the computer onsite. These advantages include downloading label templates specific to an application (like a certain brand patch panel) and transferring a wire list or database directly to the [PT-7600](#) memory – including linking the database to the downloaded label templates. This database can even be a Microsoft® Excel® or Access® file, which can be searched, edited (and inserted), and then printed. Downloaded label templates also can be edited directly from the keyboard.

The [PT-7600](#) and [PT-7500](#) industrial labeling tools also have the advantage of using [TZ tape](#), an extremely reliable, low cost and widely available, interchangeable tape cartridge solution. [TZ tape](#) comes in different colors, sizes and adhesive types: flexible ID tape designed for wrapping around or to flag cables and wires; extra-strength adhesive for textured and hard-to-adhere surfaces like patch panels and rack mounted equipment; and standard adhesive for general commercial labeling applications such as face plates, electrical panels and spot safety signs. For asset tags or security applications, the tamper-evident labels have a special substrate that reveals a security pattern if the label is disturbed.

The [PT-7600](#) and [PT-7500](#) will have estimated street prices of \$199.99 and \$159.99 respectively, proving that high performance labeling doesn’t have to be expensive. Both models come with a 2-year limited exchange warranty and are sold exclusively through Brother industrial and commercial resellers. As a [special mail-in promotion](#), Brother will offer a PT-1010 P-Touch personal hand held labeler with the purchase of a [P-touch EDGE™](#) model [PT-7600](#) or [PT-7500](#) from July 1 through December 31, 2008 (see www.brother-usa.com/promo for details).

About Brother

Brother International Corporation is one of the premier providers of products for the home, home office and office. Our U.S. corporate office, located in Bridgewater, N. J., was established on April 21, 1954 and currently markets many industrial products, home appliances and business products manufactured by its parent company, Brother Industries, Ltd. of Nagoya, Japan. These products include an award-winning line of Multi-Function Centers® and printers. Brother also provides the number-one line of facsimile machines in the U.S. and is the leader in electronic labeling, with its full line of P-touch® Electronic Labeling Systems. For more information you can visit the Web site at www.brother.com.

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