

## Brother International Corporation Continues Reign as PCMag Readers' Choice with Eighth Consecutive Win for Best Printers

*Brother Printers Earn Most Accolades on Nearly Every Measure of Satisfaction; Company Recognized as Business Choice Award Winner for Fourth Year in a Row*

**BRIDGEWATER, N.J., November 16, 2016** – Continuing its dominance of *PCMag's* annual awards, [Brother International Corporation](#), a leader in office workflow solutions, has been recognized with its eighth consecutive Readers' Choice Award for best printers. Brother printers were also recognized with *PCMag's* Business Choice Award for the fourth year in a row.

This is the eighth consecutive year that Brother has been recognized by *PCMag* readers as the best in overall satisfaction for printers. Brother also received top scores for satisfaction in several other categories including setup experience, satisfaction with reliability, document output quality, and cost of ink and toner. Brother printers were also recognized as needing the least repairs in the last twelve months.

"This is our 28<sup>th</sup> year of recognizing outstanding technology products and services for their reliability," said Dan Costa, Editor-in-Chief of *PCMag*. "Brother has dominated the Readers' Choice awards for printers in nearly every category for almost a decade. Our readers love the brand for both home and workplace printing."

### Brother Printers Receive Top Scores in Multiple Categories

The *PCMag* Readers' Choice Awards are based on overall customer satisfaction and printer attributes including setup, reliability, printing quality, technical support, repairs and the cost of consumables.

In addition to the best overall rating, Brother printers also dominated the subcategories earning recognition as the best printers less than a year old, printers for home, inkjet all-in-one printers, monochrome laser printers, monochrome all-in-one laser printers, and color all-in-one laser printers.

"This consistent recognition from the readers of *PCMag* speaks to our commitment to delivering the highest quality, most cost efficient printers," said John Wandishin, Vice President of Marketing at Brother International. "Our leadership in the printer category is also a testament to the dedication shown by all of our employees from product developers to our customer support team."

The *PCMag* Readers' Choice winners are determined by an email survey of *PCMag* community members that subscribe to the Readers' Choice Survey mailing list. This year's survey was conducted between June 20, 2016 and July 11, 2016. Respondents were asked to rate their printer using multiple questions about their overall satisfaction with the solution, as well as experiences with technical support within the past 12 months.

## **About Brother International Corporation**

Brother is a leading provider of office equipment technology, including award-winning color and black & white multifunctional products, printers, scanners and device-based cloud and mobile technologies. Brother printers are recognized as the best in the industry, and consistently earn industry and product accolades including *PCMag's* 2016 Readers' Choice and Business Choice awards for reliability and overall customer satisfaction. Brother is a leader in electronic labeling with its P-Touch line of labelers that feature laminated and specialty tapes. Brother's products help home-based and medium to large-sized businesses increase productivity, improve workflow, and enhance organizational efficiency while helping to reduce costs. Brother International Corporation's "At Your Side" philosophy demonstrates a dedication to product quality, customer service and dynamic partnerships. Established in 1954, and headquartered in Bridgewater, N.J., Brother markets business and industrial products, along with home appliances. For more information, visit [www.brother.com](http://www.brother.com).

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