

BROTHER BUILDS UPON THE SUCCESS OF ITS AWARD-WINNING INKVESTMENT ALL-IN-ONE PRINTERS TO DELIVER LOWER TOTAL COST OF OWNERSHIP AND UNMATCHED MOBILE AND CLOUD TECHNOLOGIES FOR SMALL BUSINESSES AND SMALL OFFICES

New Line of Class-Leading, Low TCO All-in-One Printers Make Printing for Pocket Change a Reality with less than a Penny-per-Page in Black and less than a Nickel-per-Page in Color¹

BRIDGEWATER, N.J., October 17, 2016—Small business owners face many challenges as they grow their companies. Brother knows printing should not be one of them and today is expanding its award-winning [INKvestment](#) line of color inkjet all-in-one printers to deliver convenient printing with a low total cost of ownership (TCO). These latest additions to Brother's line of INKvestment printers, the MFC-J5830DW and MFC-J6535DW, are designed specifically to meet the needs of small businesses or small offices and combine high-quality printing, cloud services, and mobile functionality, coupled with an intuitive user interface. Effortless to implement and use, INKvestment printers enable business owners to spend less time on day-to-day operations and more time focusing on business goals. Equipped with up to two years' worth of ink in the box, Brother's MFC-J5830DW XL and MFC-J6535DW XL INKvestment printers also ease the worry of running out of ink.²

Reliable Printing for Pennies and Nickels

Small businesses depend on efficient products to help them increase productivity, and the new MFC-J5830DW and MFC-J6535DW are designed to be easy-to-use, fast, reliable, and affordable. Brother's new INKvestment all-in-one devices help address challenges faced by small businesses including the high cost of printing and the inconvenience of running out of ink. Small businesses can spend less money for more pages with INKvestment printers and cartridges – black prints for less than a penny and color prints for less than a nickel each.¹ INKvestment super high-yield cartridges deliver approximately 3,000 pages for black and 1,500 pages for color prints.³

XL Versions Offer Even More Value

According to the [2016 Brother Business Survey](#), 43 percent of small businesses use a printer, on average, 10 or more times per day. For customers with large print volumes, the XL versions include additional ink cartridges in the box, helping eliminate the need to purchase ink for up to two years.²

Designed for Growing Businesses

These printers offer the features and functionality a growing business needs including cloud and mobile connectivity, a sturdy and reliable device, and dedicated phone support for the life of the product. They are designed to print ledger size documents, and the MFC-J6535DW also offers the flexibility to copy and scan ledger size documents directly on the glass.

Two supplementary models, the MFC-J5930DW and MFC-J6935DW, also include an additional paper tray for added paper handling flexibility, the convenience of automatic two-sided copying/scanning, and NFC connectivity. For small offices and businesses looking for convenient, auto replenishment of ink, all of the new models are compatible with [Amazon Dash Replenishment](#), helping eliminate the need for last minute trips to the store.

“The top-of-mind concerns of small businesses when it comes to printers are the cost of ink, cartridge yields, and the durability of their printer,” said Phil Lubell, Senior Director, Product Marketing, Brother International Corporation. “This expanded line of Brother INKvestment all-in-ones was developed specifically for small businesses. With its high-quality printing, rich feature package, durable build, and low-cost ink cartridges, customers can spend less time worrying about buying ink and more time growing their businesses.”

All Brother Business Smart Plus and Business Smart Pro printers feature the ultra-reliability and support small businesses have come to expect from Brother including:

- Cloud Services
 - Users can directly scan documents to popular services such as Google Drive™, Dropbox, and Evernote®⁴
 - Users can also scan documents to free Brother Cloud Apps such as Office, Outline&Copy, Outline&Scan, Outline&Remove, NoteScan, and CreativeCenter⁵
- Mobile Productivity
 - Print from almost any device including smartphones, tablets, laptops and desktop computers, all through the freedom of wireless connectivity (no router required) with Wi-Fi Direct®⁶
 - Mobile device capability with AirPrint®, Google Cloud Print™, Mopria™, Wi-Fi Direct®, NFC, and Brother iPrint&Scan⁷
- Dedicated Support
 - Brother provides a two-year limited warranty and toll-free technical phone support for the life of its products

	Business Smart Plus MFC-J5830DW	Business Smart Pro MFC-J6535DW
Approximate Average Street Price	\$249	\$279
Accessory INKvestment Cartridge Yield	<ul style="list-style-type: none"> • Approximately 3,000 black pages/1,500 color pages total ink yield in the box³ 	<ul style="list-style-type: none"> • Approximately 3,000 black pages/1,500 color pages total ink yield in the box³
Functions	Print/Copy/Color Scan/Fax	Print/Copy/Color Scan/Fax
Document Glass Size	Letter (8.5" x 11")	Ledger (11" x 17")
Paper Size	<ul style="list-style-type: none"> • Printing: up to 11" x 17" • Scan/copy: up to 8.5" x 14" 	<ul style="list-style-type: none"> • Print/Copy/Scan • Up to 11" x 17"
Max Print Speed ⁸	22 black/20 color pages per minute	22 black/20 color pages per minute
Keypad/Display	<ul style="list-style-type: none"> • Sturdy keypad • 3.7" color touchscreen display for ease-of-use 	<ul style="list-style-type: none"> • Sturdy keypad • 3.7" color touchscreen display for ease-of-use

Print Resolution ⁹	Up to 4800 x 1200 dpi	Up to 4800 x 1200 dpi
Paper Capacity	<ul style="list-style-type: none"> • ADF: up to 50 sheets • Paper tray: Up to 250 sheets • Multi-purpose tray: Up to 100 sheets 	<ul style="list-style-type: none"> • ADF: up to 50 sheets • Paper tray: Up to 250 sheets • Multi-purpose tray: Up to 100 sheets
XL Versions	<ul style="list-style-type: none"> • \$469 with 16 cartridges (11,000 black pages/6500 color pages) • Up to two years of ink² 	<ul style="list-style-type: none"> • \$549 with 20 cartridges (14,000 black pages/8,000 color pages) • Up to two years of ink²
Additional Models	<ul style="list-style-type: none"> • MFC-J5930DW includes NFC set up, additional paper tray (500 sheet total), and duplex copy/scan (\$299) 	<ul style="list-style-type: none"> • MFC-J6935DW includes NFC set up, additional paper tray (500 sheet total), and duplex copy/scan (\$349)

Pricing and Availability

The MFC-J5830DW and MFC-J6535DW are available this month, and the XL versions will be available starting in November. The MFC-J5930DW and MFC-J6935DW will be available in December. Pricing for these INKvestment printers is competitive and ranges from \$249-\$549.¹⁰ For more information on INKvestment, visit www.brotherinkvestment.com.

About Brother

Brother (www.brother.com) is an industry leading provider of small and mid-sized business printing and imaging solutions developed to help increase productivity, improve workflow, and enhance organizational efficiency, all while helping to reduce costs. Brother is also a leader in electronic labeling and provides the number one line of facsimile machines in the U.S. The U.S. corporate office 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. For more information, visit www.brother.com.

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¹ Based on MSRP of LC3029 black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

² Based on average monthly print volumes of approximately 450 pages and approximate page yield in accordance with ISO/IEC 24711 using the 16 cartridges provided for the MFC-J5830DW, and 550 pages per month using the 20 provided cartridges for the MFC-J6535DW. For more page yield information, see www.brother.com/pageyield.

³ Actual yield of starter cartridges will be approx.80% of replacement LC3029 Black, and 65% of replacement LC3029 Color Series, due to ink system initialization. Approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

⁴ Requires Internet connection and an account with desired service. For more details see www.connectprintshare.com.

⁵ Requires Internet connection. See www.connectprintshare.com for details.

⁶ Requires Internet connection to a wireless network. See www.connectprintshare.com for details, availability, and mobile device compatibility.

⁷ Requires connection to a wireless network. See www.connectprintshare.com for details, availability, and mobile device compatibility. The Brother iPrint&Scan free app download is not available in all countries. The mobile device must have NFC capability and run Android OS 4.4 or later.

⁸ ISO print speed based on ISO/IEC 24734. ISO copy speed is based on ISO/IEC 24735. For more information about print speed methodology see www.brother-usa.com/printspeed for details.

⁹ Resolutions are listed by vertical by horizontal dpi.

¹⁰ Approximate average street price may vary.