

Brother MFC-8950 (Wired) Series

Outstanding Achievement in
Energy Efficiency



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During BLI's real-world environmental job stream test, the 42-ppm Brother MFC-8950 Series exhibited energy consumption 41 percent lower than the competitive average at the time of testing, making this unit among the most energy-efficient models in its competitive group and earning the device BLI's "Outstanding Achievement" recognition. The award applies to models when using a wired interface.

"BLI is proud to honor the MFC-8950 Series with this award, which helps to further promote not only the energy-saving technologies available to A4 monochrome MFPs in the small workgroup market, but also the general idea of environmental awareness," said Lisa Reider, BLI's senior product editor for environmental testing. "Brother's technological accomplishment in this market is truly something to emulate."

"Brother is pleased to receive an 'Outstanding Achievement' award from BLI, recognizing the energy efficiency of products from our monochrome laser all-in-one line," said Steve Feldstein, Brother's director of product marketing, Laser and Scanner Products. "Energy efficient performance and paper-saving features are part of 'Brother Earth,' our commitment to our communities and our planet. These all-in-one models help our customers produce quality business documents in an environmentally responsible fashion, while assisting them in reducing their operating and supply costs."

The device offers a host of print/copy features that help to reduce consumables or paper waste, such as toner-save mode and automatic duplexing. Users can review print job settings prior to printing, which may help reduce paper and consumables waste. Via N-up mode, the device can print up to 25 images on a single sheet of paper to help conserve paper use. Plus, when the device is emerging from sleep mode, users have full access to the control panel; some competitive devices block control panel access until the device completely warms up from sleep mode, which may hamper productivity. According to the company, this unit also meets the requirements for Canada EcoLogo, ECMA-370, Germany Blue Angel, Korea Eco Label, US ENERGY STAR and EU RoHS.

BLI's environmental testing measures the energy consumed by document imaging products in all operating modes, as well as in energy-save, idle and sleep modes, as configured for a real-world office environment using a wired interface. In addition to reporting on a range of environment-related features, such as runnability with various grades of recycled paper and toner yield, the reports include projected annual energy consumption and cost based on real-world usage scenarios for each product category.

About **BLI Pick Awards**

Twice a year with its "Pick" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests. Its "Outstanding Achievement" awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, energy efficiency or value.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and the best performers qualify as "Pick" award contenders. Consequently, BLI "Pick" awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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