

NEW BROTHER™ COLOR LASER MACHINES OFFER LOW ACQUISITION COSTS AND BUSINESS-FOCUSED FEATURES TO HELP SMALL WORKGROUPS BOOST PRODUCTIVITY
Enhanced Mobile Device/Cloud Connectivity and Fast Print Speeds Help Improve Workflow

BRIDGEWATER, N.J. (May 13, 2014) – Brother International Corporation, a leader in business technology, today launched its new HL-L8000 series color laser printers and MFC-L8000 color laser all-in-ones, designed to offer mobile-friendly, fast color printing for small workgroups in small to medium sized businesses (SMBs).

To help SMBs keep their printing budgets in line, Brother has priced these models with printers starting at \$349.99¹ and all-in-ones starting at \$529.99¹. Brother has also included a number of money-saving features including the availability of high-yield replacement toner cartridges² to further reduce cost per page, Secure Function Lock to limit accessibility to help regulate paper and toner use, and automatic duplex (two-sided) printing to help reduce paper consumption. Making use of these cost-saving features can help businesses save up to 60% by printing their color documents in house³.

The printers (HL-L8250CDN, HL-L8350CDW, and HL-L8350CDWT) and the all-in-ones (MFC-L8600CDW, MFC-L8850CDW) help SMBs by offering fast color and black print speeds up to 32ppm, as well as wireless printing from leading smartphones and tablets⁴ via AirPrint™, Google Cloud Print™, the free Brother™ iPrint&Scan app, Wi-Fi Direct®, and Cortado Workplace.

The all-in-ones add copying and faxing, as well as an intuitive color TouchScreen display that makes navigating the machine’s functionality quick and easy. Both all-in-one models feature web connectivity⁵ via the Brother Web Connect Interface, to allow businesses to scan materials directly to leading cloud storage services, including DROPBOX, BR-DOCS, EVERNOTE®, GOOGLE DRIVE™, ONENOTE®, ONEDRIVE®, and more⁵.

They also feature advanced scanning features typically reserved for standalone scanners, including background removal⁶ for clear scans, blank page skip⁶ and ID scan,⁶ as well as scanning to a variety of destinations such as FTP, Secure FTP, Microsoft® SharePoint®, e-mail server⁷, and more. The MFC-L8850CDW adds two-sided scanning and copying that helps to save time by capturing both sides of a page in a single pass.

The full line of ENERGY STAR® Qualified printers and all-in-ones also offer energy-saving Auto Off Mode, as well as a Deep Sleep Mode that uses less than 1W for printers and less than 2W for all-in-ones to help reduce energy consumption and costs.

“We’re proud to offer these new color laser printers and all-in-ones to our valued SMB customers,” said Steve Feldstein, Brother Director of Marketing for SMB laser products. “When you consider their robust feature sets and competitive price points, their value becomes abundantly apparent,” he added. “With fast print speeds, versatile connectivity options, mobile device printing, and flexible paper handling, they’re perfect for businesses looking for a dedicated color machine to maximize productivity in small workgroup environments.”

HL-L8350CDW Color Laser Printer key features:

- Fast, high-impact business printing at up to 32ppm color/black, at up to 2400 x 600 dpi resolution
- Automatic duplex (two-sided) printing
- Wireless 802.11b/g/n, Ethernet and Hi-Speed USB 2.0 interfaces
- 250-sheet capacity paper tray, plus a 50-sheet capacity multi-purpose tray for envelope printing, thicker media or custom sizes. Optional add-on tray² adds capacity for an additional 500 sheets
- Mobile device printing⁴ from compatible Apple® iOS, Android™, Kindle Fire™, or Windows® Phone mobile device. Print via AirPrint™, Google Cloud Print™, the free Brother™ iPrint&Scan app, Wi-Fi Direct®, and Cortado Workplace
- USB Direct Interface to print files (JPEG, PDF and XPS files) directly from your USB flash memory drive

- High-yield replacement toners available² (approx. 4,000 pgs⁸ black / 3,500 pgs⁸ color); print 2X more⁹ than standard-yield color toner cartridges
- Estimated street price \$399.99¹

In addition to the HL-L8350CDW, Brother will also be introducing the HL-L8350CDWT, that ships with dual paper trays (250-sheet and 500-sheet capacity) at an estimated street price of \$499.99¹, as well as the HL-L8250CDN, at an estimated street price of \$349.99¹.

MFC-L8850CDW Color Laser All-in-one key features:

Includes all of the features of the HL-L8350CDW listed above, plus:

- Print/copy/scan/fax, with automatic duplex (two-sided) printing, plus single-pass duplex copying, scanning, and faxing through the automatic document feeder
- 4.85” Color TouchScreen Display with Web Connect to scan to popular cloud services including DROPBOX, BR-DOCS, EVERNOTE®, GOOGLE DRIVE™, ONENOTE®, ONEDRIVE®, and more⁵
- Active Directory (LDAP) for network authentication and authorization
- 50-page capacity auto document feeder
- Legal size document glass
- USB Direct Interface to print files (JPEG, PDF & XPS files) from or scan to your USB flash memory drive
- Estimated street price \$599.99¹

In addition to the MFC-L8850CDW, Brother will also be introducing the MFC-L8600CDW, at an estimated street price of \$529.99¹.

For more information on the HL-L8000 or MFC-L8000 series, or to locate a retailer, visit www.brother.com. For more information on the mobile device printing and cloud connectivity functions of Brother Printers and All-in-ones, visit www.connectprintshare.com.

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EDITOR’S NOTE: Photography available upon request.

About Brother

Brother International Corporation is one of the premier providers of products for the home, home office and office. 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.

These products include an award-winning line of Multi-Function Center® machines 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 website at www.brother.com.



Working with you for a better environment

At Brother, our green initiative is simple. We strive to take responsibility, act respectfully and try to make a positive difference, to help build a society where sustainable development can be achieved. We call this approach [Brother Earth](#).

¹Estimated street price, prices may vary.

²Additional purchase required.

³ Brother cost per copy (MSRP) calculation vs. nationwide copy centers as of September 2013.

See <http://www.brother-usa.com/lp/outperformwithcolor> for details.

⁴Requires connection to a wireless network. See <http://www.connectprintshare.com> for details, availability and compatibility.

⁵Requires Internet connection and an account with desired service. See <http://www.connectprintshare.com> for more details.

⁶Feature available using Brother Control Center.

⁷Requires SMTP/POP3 mail server support. Standard with MFC-L8850CDW. MFC-L8600CDW requires free download from <http://solutions.brother.com>.

⁸Based on yields in accordance with ISO/IEC 19798 (letter/A4).

⁹When comparing high-yield TN-336 C/M/Y cartridges vs. standard-yield TN-331 C/M/Y cartridge yields.