

Brother International Corporation Continues its Award-Winning Streak with Buyers Laboratory Winter 2017 Pick Award for Outstanding Printer

BRIDGEWATER, N.J., March 29, 2017 – Brother International Corporation, a leader in office workflow solutions, was named winner of Buyers Laboratory, Inc. (BLI) Winter 2017 Pick Award for Outstanding Printer for Mid-size Workgroups. This award recognized the Brother HL-L6300DW, a monochrome laser printer designed to meet the needs of today's businesses. BLI, a division of Keypoint Intelligence, is the world's leading independent provider of analytical information and services to the digital imaging and document management industry.

Announced twice a year, the Pick Awards recognize the models which performed best among comparable products evaluated in BLI's extensive and rigorous lab testing. These tests include measures for durability and reliability, as well as ease of use, media handling, productivity, and value. The BLI Outstanding Achievement Awards acknowledge attributes such as innovation, usefulness, energy efficiency, and value.

The Brother HL-L6300DW was recognized for its reliability and ease of maintenance, as well as for the crisp, high-quality output of documents. Engineered for mid-sized workgroups with higher print volumes, the HL-L6300DW is an enterprise-class printer offering great value and a low total cost of ownership (TCO) due to the included high-yield toner cartridge. Brother Genuine super high-yield replacement toner cartridge can print up to 12,000 pages¹ and deliver an even lower TCO.

"The Brother HL-L6300DW is a great choice for mid-size workgroups in need of a robust, cost-effective printer," said Marlene Orr, director of Office Equipment Product Analysis, BLI. "The printer has a robust offering, including support for the Brother iPrint&Scan app, Apple AirPrint®, Google Cloud Print™, and Mopria®²; making printing from mobile devices easy, while Brother Web Connect lets users access and print cloud content right from the control panel. Built-in NFC technology lets users connect with a simple tap of their mobile device to the machine."³

"This industry award highlights Brother's commitment to providing strong solutions that support businesses' strategic needs," said Steve Feldstein, Brother International Corporation's Director of Marketing, Business Laser & Scanner Products, Brother International. "It's an honor to be recognized by well-respected industry giant, BLI."

Earlier this month, Brother was also honored with BLI's [Monochrome Printer/MFP Line of the Year](#), which is awarded to the manufacturer whose product line is determined to be the best overall based on the cumulative test results of all models tested in BLI's rigorous two-month laboratory evaluation. The selections are made by BLI's highly experienced staff of technicians and analysts after subjecting scores of devices from every major OEM to BLI's exhaustive, comprehensive lab tests. In 2016, the laser flagship models of the Brother Workhorse Series were recognized with [Summer Pick Awards](#). The

Brother HL-L6400 Series – HL-L6400DW and HL-L6400DWT – was named Outstanding Printer for Mid-Sized Workgroups, while the Brother MFC-L6900DW was chosen as Outstanding MFP for Mid-Size Workgroups.

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¹ Approximate toner cartridge yield in accordance with ISO/IEC 19752 (Letter/A4).

² Requires connection to a wireless network.

³ The mobile device must have NFC capability and run Android OS 4.0 or later.

About Buyers Laboratory

Buyers Laboratory (BLI) is the world's leading independent provider of analytical information and services to the digital imaging and document management industry. For over 50 years, buyers have relied on BLI to help them differentiate products' strengths and weaknesses and make the best purchasing decisions, while industry sales, marketing and product professionals have turned to BLI for insightful competitive intelligence and valued guidance on product development, competitive positioning and sales channel and marketing support. Using BLI's web-based bliQ and Solutions Center services, 40,000 professionals worldwide create extensive side-by-side comparisons of hardware and software solutions for over 15,000 products globally, including comprehensive specifications and the performance results and ratings from BLI's unparalleled Lab, Solutions and Environmental Test Reports, the result of months of hands-on evaluation in its US and UK labs. The services, also available via mobile devices, include a comprehensive library of BLI's test reports, an image gallery, hard to find manufacturers' literature and valuable tools for configuring products, calculating total cost of ownership (TCO) and annual power usage. BLI also offers consulting and private, for-hire testing services that help manufacturers develop and market better products and consumables. For more information on Buyers Laboratory, please call 973-797-2100, visit www.buyerslab.com, or email info@buyerslab.com.

About Keypoint Intelligence

Keypoint Intelligence is a global data and market intelligence leader for the digital imaging industry. The company has over 125 professionals around the world who provide critical planning and go-to-market services, including in-depth market research, competitive intelligence, sales training, product testing, content creation, and customer engagement. For more information, contact Mike Fergus at mike.fergus@buyerslab.com or +1 973.797.2150.

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 *PC Magazine'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.

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