

BROTHER ANNOUNCES INITIATIVE TO HELP SMALL AND MEDIUM-SIZED BUSINESSES ADDRESS THE CHANGING FACE OF PRINTING AND DOCUMENT MANAGEMENT.

BRIDGEWATER, N.J. (October 6, 2014) – Brother International Corporation, a multi-billion dollar leader in technology for offices of all sizes, today announced its “Don’t Supersize. Optimize.” initiative to help small and medium-sized businesses (SMBs) react to the evolution of business printing, discover savings in their print expenditures and help optimize their productivity.

According to leading market analyst InfoTrends, the landscape of SMB printing is changing at a rapid pace, thanks in no small part to the influx of mobile devices into the office, improved IT infrastructures and decreased demand for document finishing like stapling and hole punching. Additionally, some businesses are discovering that the large, centralized multi-function copiers that they are using as primary printing devices may be deployed too far from workers, which can result in decreased productivity. As print volume continues to decline, these devices can go woefully underutilized, potentially at great expense.

This evolution is explored in detail in the “Key Printing Trends and Their SMB Impact” white paper by InfoTrends, which asserts “It is important for SMBs to continually evaluate whether their print infrastructure is optimized for their current business needs. If their behavior is consistent with market trends, it may make sense for them to replace higher-end A3 (11” x 17”) devices with more basic printers that are more appropriately deployed throughout the organization.”

Brother is helping address this trend with a balanced deployment methodology, an approach that focuses on making devices available in closer proximity to workgroups. The “Don’t Supersize. Optimize.” initiative encourages SMBs to explore balanced deployment as a way to help boost productivity and assist in the effort to reduce costs.

“Brother and its partners are ready to work with SMBs to deploy the right number of devices, in the right places,” said Dan Waldinger, Director of Solutions Marketing at Brother. “We have the printing and intelligent scanning technology needed to build customized solutions that can help businesses realize cost savings and help increase productivity and worker satisfaction.”

The “Don’t Supersize. Optimize.” initiative is supported by a multi-media campaign that includes video advertising, a pay-per-click campaign, as well as promotional banners on sites geared toward key verticals including education, healthcare and retail. Brother has also established an authorized partner program to cultivate strong relationships with resellers to provide rightsized solutions to the SMB market.

To download the free “Key Printing Trends and Their SMB Impact” white paper, or to contact a member of the Brother SMB Solutions Team, visit www.dontsupersizeoptimize.com.

About Brother

Brother International Corporation is a premier provider of products and solutions for businesses of all sizes, including an award-winning line of printers and all-in-ones, as well as video conferencing and document management solutions. 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.

The “Device Underuse and Unbalanced Fleets - Key Printing Trends and Their SMB Impact” white paper was commissioned by Brother International Corporation and published in September of 2014.