

Engineered for Business: Brother Announces Innovative Monochrome Laser Printers, and All-in-Ones

Customer-Focused Upgrades Offer Greater Productivity, Usability, Flexibility, and Enhanced Mobility

BRIDGEWATER, N.J., January 20, 2016 -- Taking the next, bold step in reinforcing its leadership position in supporting business efficiency and value, Brother International Corporation is introducing a powerful series of monochrome laser printers and All-in-Ones to serve a full range of office, workgroup, and larger-volume print environments.

"Brother continues to deliver durable, reliable, and flexible solutions for business users looking for productivity and cost-effectiveness," said Steve Feldstein, Brother International Corporation's Director of Marketing – Business Laser & Scanner Products. "These printers and All-in-Ones represent dependability and reliability –all built on Brother quality."

Productivity Enhancements

The new Brother L5000 and L6000 Series answer critical office workflow needs within a broad range of office environments and industries. Building on previous generations of Brother business laser printers, these new models offer faster print speeds, more flexible paper handling capabilities, advanced scanning capabilities, convenient mobility features, and access to business cloud services².

"Knowing the business user is focused on results, we created this next generation of printers and All-in-Ones to dependably and consistently perform with the features and functionality needed to improve and enhance workflow," Feldstein notes.

Today's wireless working environment – both in the office and on the road – demands more mobile flexibility. The Brother L5000 and L6000 Series models connect with most mobile device technologies. In addition, the L5000 and L6000 Series are the first Brother laser models to support Google Cloud Print™ 2.0 - offering businesses a reliable, fast printing solution. These printers also support a wide range of other mobile print technologies, including AirPrint™ and Mopria®.

Workflow Solutions

Most of the machines feature a color Touchscreen display for easy access to the award-winning Brother Web Connect interface¹ to directly print from popular business cloud services², including DROPBOX, GOOGLE DRIVE™, BOX, and ONEDRIVE®. Users can also scan to popular online cloud services including: EVERNOTE®, ONENOTE®, and more. Other business-focused scanning destinations include SharePoint®, SSH Server (SFTP), Network Folder (CIFS), and more.

¹ Buyers Laboratory LLC (BLI) Winter 2014 "Outstanding Achievement in Innovation" award recipient in the imaging solutions category

² Requires an Internet connection and an account with desired service.

The color Touchscreen display on the All-in-Ones also allows for creation of up to 48 customized shortcuts.

Higher-Volume Solutions

For businesses with higher print and scan volumes, Brother is rolling out two cost-effective and business-durable machines: the Brother HL-L6300DW printer and the MFC-L6800DW All-in-One. Productivity features on these top-end machines include fast printing and copying (up to 48 pages per minute) and a fastest-in-class monochrome scan speed³ (up to 50 images per minute); plus, single-pass, two-sided monochrome scanning at an impressive rate of up to 100 images per minute.

Additional paper trays are available in 250-sheet or 520-sheet capacities – up to 1,610 sheets total capacity, enabling more flexibility and expandability based on business need and potential growth. With the addition of a super high-yield 12,000-page⁴ replacement toner cartridge, business users may realize lower cost printing and more cost efficiency. Both of these models also help deliver wireless mobile device connectivity including NFC⁵ for convenient printing and scanning and network user authentication.

Independent Results: Business-Durability, Customer Satisfaction

Buyers Laboratory (BLI), a widely-respected testing and resource company, has evaluated several of the new Brother models. BLI noted the significant business value of the new machines: “The Brother models offer competitive to lower than average cost of ownership,” stated Marlene Orr, BLI’s Director, Office Equipment Product Analysis.

BLI recognized the machines’ reliability, particularly in high-volume printing. “Even during peak periods, users won’t see any noticeable slowdowns in output speeds,” said Orr. She also noted the ease of use: “The smartphone-like interface on the Touchscreen models reduces the learning curve, and NFC connectivity eliminates guesswork for mobile printing, offers badge authentication, and a quick link to troubleshooting information.” In addition, BLI pointed to robust scan features that boost worker productivity, and simple affordable sharing of content and collaboration in the cloud with Brother Web Connect².

Brother printers also have been recognized with both *PC Magazine*’s Business Choice and Readers’ Choice Awards for 2015 for their reliability and customer satisfaction. Brother has been honored with the Business Choice Award three years in a row; this is the seventh straight annual Readers’ Choice recognition.

² Requires an Internet connection and an account with desired service.

³ Scan speed claim based on data published in BLI’s bliQ service on 11/6/15 for simplex scan speeds for laser all-in-one models under \$1,200. ^ Scan speed measured with all advanced features turned off using LTR size test documents at 200dpi.

⁴ Approximate yield in accordance with ISO/IEC 19752 (Letter/A4).

⁵ The mobile device must have NFC capability and run Android OS 4.0 or later.

A Complete Line-up, Widely Available

The Brother L5000 and L6000 Series further confirms the company's commitment to business with a comprehensive line of office machines with options and features to fit every office environment. The 5000 and 6000 Series include seven printers, six All-in-Ones and three multi-function copiers. These models are available from all Brother authorized resellers (select models will be available at the end of January).

Feldstein adds: "Brother has long focused on business. Now, our fleet of business-centric machines has been expanded to include features and functionality ideal for workgroups. When it comes to business – Brother is truly 'At Your Side.'"

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.

NOTE: All referenced trademarks and registered trademarks are the property of their respective companies. AirPrint is a trademark of Apple Inc. ©2015 Google Inc. All rights reserved. Google Cloud Print and Google Drive are trademarks of Google Inc. Mopria is a trademark of Mopria Alliance, Inc. SharePoint, OneDrive, and OneNote are trademarks of Microsoft Corporation in the United States and/or other countries. EVERNOTE is a trademark of Evernote Corporation and used under a license.