

## **New Brother High-Print Volume Laser Models Solve the Workgroup Needs of Today's Businesses**

### **Business-Durable High-Volume Printers and All-in-Ones Address Key Business Requirements Including Reliability, Low Total Cost of Ownership, Security, and Customized Workflow**

BRIDGEWATER, N.J., February 1, 2016 -- Building on its commitment to providing workflow solutions for mid- and large-sized businesses, Brother International Corporation is introducing its most powerful, reliable, and durable series of monochrome laser printers and All-in-Ones.

“As the focal point of our new Brother Workhorse Series, these products demonstrate our leadership in delivering business solutions,” said Brother International’s Director of Marketing – Business Laser & Scanner Products, Steve Feldstein. “These machines are part of the most significant laser launch in our company’s history, building on our legacy of quality, dependability, and business-focus.”

#### **Addresses needs of today’s offices**

The influx and integration of mobile devices, the evolution of workgroup printing, and the focus on greater employee productivity have changed the needs of the workplace. A Brother-commissioned study<sup>1</sup> showed that poor allocation of office devices is a drain to corporate profits, wasting more than 4,000 hours and nearly \$130,000 per year in long walks to-and-from copiers and printers.

To address this waste, Brother is helping businesses adopt a balanced deployment strategy. This methodology assesses workflow and output, then right-sizes offices with the most appropriate number of devices located near workgroups. Shared “pods” consisting of All-in-One and single-function printers offer superior monochrome and color imaging (deployed within 25-35 feet of each workgroup). The “pods” are scalable, secure, allow for increased employee productivity, and can be easily accessed by mobile workers.

Brother is expanding its already robust line-up of printers and All-in-Ones with business-durable models. This series offers companies with demanding print volumes powerful business-class machines that enhance productivity while being cost effective. The new Brother monochrome laser printers and All-in-Ones are built on the legacy of Brother reliability and quality to offer a more robust machine construction, enterprise-level security, highly scalable paper handling, and high-yield supplies with low cost output. Many of these enhancements will reduce the burden on IT help desks and ensure greater uptime.

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<sup>1</sup> InfoTrends, 2014, “Device Underuse and Unbalanced Fleets: Key Printing Trends and Their SMB Impact.” See [brother.com](http://brother.com) for details.

## **Strong Business, Workgroup-Centric Models**

The laser flagships of the Brother Workhorse Series - the Brother HL-L6400dw printer and the MFC-L6900dw All-in-One - are ideal for higher-volume print and scan business customers. These productivity-enhancing machines offer a fast print speed – up to 52 pages per minute. Plus, the MFC-L6900dw All-in-One offers a fastest-in-class monochrome scan speed<sup>2</sup> (up to 50 images per minute) and even greater productivity with single-pass, two-sided monochrome scanning up to 100 images per minute.

These models deliver remarkable business value for high-volume users with the included super-high-yield toner cartridge, which can print approximately 12,000 pages<sup>3</sup>. For even lower cost printing, an available ultra-high-yield replacement toner cartridge can print approximately 20,000 pages<sup>3</sup>. The optional add-on tower tray transforms these desktop printers into floor-standing models, making them an ideal addition to a Brother workgroup printer “pod.” With five total trays and a total input capacity of 2,650 sheets, these bundled models enable businesses to truly optimize workflow and increase productivity.

The HL-L6400dw printer also includes an optional mailbox/stacker/sorter, which allows more time savings and efficiency for workgroups. This option increases total output capacity to 1,050 sheets.

Brother also engineered the HL-L6400dw and MFC-L6900dw to the highest levels of security to ensure information is only seen or accessed by the intended recipients. These models offer an integrated NFC card reader that provides walk-up authorization to release print jobs and to access other machine functions using a compatible NFC card or badge<sup>4</sup>. Network user authentication also protects against unauthorized access to the device to help protect information and ensure regulatory compliance.

“The changing workplace and business work patterns require different workflow management,” notes Feldstein. “This monochrome laser line-up represents the strongest, broadest, and most business-focused feature range in Brother’s history, and is in-tune with the needs of today’s fast paced business environment.”

## **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 recognized their reliability, particularly high-volume printing. “Even during peak periods, users won’t see any noticeable slowdowns in output speeds,” stated Marlene Orr, BLI’s Director, Office Equipment Product Analysis.

BLI also recognized the significant value these machines brought to business. “The Brother models offer competitive to lower-than-average cost of ownership,” said Orr. “For example, HL-L6400dw and MFC-L6900dw users could save an average of 19 to 29 percent over three years.” Orr also noted the ease of use, stating, “The smartphone-like interface on the Touchscreen models reduces the user’s learning

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<sup>2</sup> 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.

<sup>3</sup> Approximate yield in accordance with ISO/IEC 19752 (Letter/A4)

<sup>4</sup> Not compatible with all NFC formats. Works with Secure Function Lock. Print Release requires third-party solution. For a list of compatible NFC formats, see manufacturer’s specifications.

curve, and NFC connectivity eliminates guesswork for mobile printing, offers greater security, 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 Connect<sup>5</sup>.

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 consecutive years; this is the seventh straight annual Readers' Choice recognition.

### **Expanded Product Portfolio for Authorized Resellers**

These products, part of the Brother Workhorse Series of printers, All-in-Ones, and dedicated scanners, expand the Brother product portfolio offered exclusively through the Brother Authorized Partner Program (BAPP) resellers, as well as direct market resellers, dealers, and office superstore contract resellers. The HL-L6400dw and MFC-L6900dw are two of five new high-volume monochrome laser printers and All-in-Ones that will be part of the Brother limited distribution product portfolio.

Feldstein added, “Our continued commitment to the needs of businesses is reflected in the Brother Workhorse Series. These business-centric machines clearly demonstrate that Brother is ‘At Your Side.’”

### **About Brother**

Brother ([www.brother.com](http://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](http://www.brother.com).

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<sup>5</sup> Requires an Internet connection and an account with desired service.