

BROTHER INTERNATIONAL CORPORATION BROADENS PORTFOLIO OF SERVICES AND WORKFLOW SOLUTIONS TO OPTIMIZE COMPANY PRODUCTIVITY

BRIDGEWATER, N.J. – May 14, 2018 – Brother International Corporation, a leader in printing and imaging solutions, announced today an expanded portfolio of personalized service and solutions offerings designed to meet the needs of mid-to-large size customers. Inclusive of customization, translation and integration capabilities, the suite of solutions sold through Brother authorized resellers helps to resolve organization’s business challenges and meet critical business requirements.

“Brother is a one-stop shop for business customers with a full MFP, printer and scanner lineup complemented by a strong suite of customizable solutions and personalized services tailored to today’s business environments,” said Bill Henderson, Vice President of Marketing at Brother. “We’re committed to expanding partnerships and investing in technologies that streamline processes and help customers reduce their operational and device running costs as well as create efficiencies that organizations need for their long-term success.”

With this strengthened portfolio, Brother is focused on enhanced collaboration through translation services, increased document security with secure print +, flexibility to meet specific business requirements with custom UI, electronic delivery to support digital transformation including barcode utility, and customized solutions through Brother Special Solutions Team (SST). The services include:

Translations Services Powered by thebigword. Through a new partnership, Brother offers extensive and secure scan-to-translate functionality, powered by thebigword translation services. The service offers cost-effective translation into more than 90 languages directly through thebigword via many Brother All-in-Ones and select standalone scanners via an easy three-step setup process that allows for quick turnaround times. Users can choose between a highly secure professional, crowd-sourced or machine translation that meets their specific business and budget needs without a subscription.

Secure Print+. Ideal for customers who need to ensure the security of their printed data without a sophisticated server network, Brother Secure Print+ solution allows users to release print jobs without a costly middleware investment. This solution offers the capability to help meet document handling guidelines and reduces waste associated with uncollected print jobs.

Custom User Interface. Value-added resellers and system integrators have the flexibility to request modifications to the standard user interface on select Brother products to meet a variety of customer needs, allowing for a fully customized experience.

Barcode Utility. To streamline workflow, improve accuracy and increase efficiency with data input, the Barcode Utility can read and analyze barcode identification numbers within a document scanned using a Brother device. Each barcode identification number can be assigned to various job profiles to process the scan job and deliver it to the required destination folder.

Brother Special Solutions Team. Through a collaborative process with field service engineers, business analysts and customers, the Brother Special Solutions Team (SST) enables Brother products to be modified to meet the special requests from clients. For each engagement, the SST team works with customers to design, test and deliver an out-of-box solution to satisfy unique business needs.

Access to the full suite of services and solutions is offered exclusively through the Brother Authorized Partner Program (BAPP), as well as direct market resellers, dealers, and office superstore contract resellers. For more information on the variety of customization and integration capabilities Brother offers, visit brother-usa.com/business/brother-b2b-solutions.

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About Brother International Corporation

Brother is a leading provider of office equipment technology and document management solutions, including award-winning color and black and white multifunctional printers, scanners, label printers and device-based cloud and mobile technologies. The Brother P-touch line of features label and ribbon printers that feature laminated and specialty tapes along with printable ribbons. Brother printers are recognized as the best in the industry, and consistently earn product and industry accolades including *PC Magazine's* 2017 Readers' Choice and Business Choice awards for reliability and overall customer satisfaction. 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, home office and industrial products, along with home appliances. For more information, visit www.brother-usa.com.