

## **RUNNING OUT OF INK AND TONER IS A THING OF THE PAST WITH BROTHER REFRESH**

*Brother International Corporation Introduces Brother Refresh Auto-Fulfillment Service for Convenient, Automatic Ink and Toner Delivery Directly to Your Door!*

**BRIDGEWATER, N.J., DATE** – Nothing is more frustrating than running out of ink or toner when you need to print an important document. Brother understands this frustration and is introducing [Brother Refresh](#), the only direct from the manufacturer predictive auto-fulfillment service that eliminates the worry about running out of ink or toner. Brother Refresh is convenient and reliable, providing timely delivery of Brother Genuine ink or toner right to your door *before* you run out. Sign up is simple and there are no contracts or subscription fees.

### **Smart Devices Contribute to Productivity**

More than 70 Brother printers and All-in-Ones are “Refresh-Ready” – equipped with low ink or toner intelligence that automatically triggers a replacement order for the right Brother Genuine ink or toner. This predictive technology delivers a convenient solution that eliminates the time and hassle of running to the store or having to place an order online whenever ink or toner is low. Brother Refresh has been designed to take the worry out of ink and toner replacement, assuring delivery to your home or office so you can skip that last-minute trip to the store.

“We’ve all been there – you need one more page to print when the *out of ink or toner* message finally proves true, undoubtedly at the worst time,” said Rafi Haqqani, Director, Genuine Supplies & Auto-Fulfillment Services, Brother International Corporation. “When you have Brother Refresh, you eliminate that frustration and always have replacement ink or toner ready to go. We’re excited to offer this new service to enhance your end-to-end printing experience.”

### **Not All Inks and Toners are Created Equal**

With Brother Refresh, you will always receive Brother Genuine ink and toner, which have been designed as part of an entire printing system to ensure optimum performance, superior quality and component protection for your Brother printers. The integrated design between Brother Genuine supplies and Brother products provides a superior degree of quality and reliability.

### **Simple Sign-up and No Fees**

There are never any contracts to sign and no subscription fees for Brother Refresh. We've made setup simple – customers who already own or purchase Refresh-Ready Brother printers just register with Brother Refresh, select the correct ink or toner, and provide a shipping address and payment method. From then on, replacement ink or toner will be automatically shipped when you run low so your Brother printer will always be ready with Brother Genuine ink or toner to maximize printer performance and deliver quality output for all your printing. It's another way Brother is truly 'At Your Side.'

For a limited time, Brother is offering free shipping for orders over \$20.00 along with a 10% discount off Brother Mall prices. To learn more and to sign-up, go to <https://refresh.brother-usa.com>.

### **About Brother International Corporation**

Brother ([www.brother.com](http://www.brother.com)) is a leading provider of document imaging solutions, including award-winning network-ready color and black & white multifunctional products, printers and device-based cloud and mobile technologies. The company's products help home, small and mid-sized businesses increase productivity, improve workflow, and enhance organizational efficiency while helping to reduce costs. Brother printers are consistently recognized as the best in the industry, and recently earned PC Magazine's 2016 Readers' Choice and Business Choice awards. The U.S. subsidiary of Japan-based Brother Industries Ltd., Brother International Corporation's "At Your Side" philosophy features a dedication to product quality, customer service and dynamic partnerships. Established in 1954, the company's Bridgewater, N.J. headquarters markets business and industrial products, as well as home appliances. For more information, visit [www.brother.com](http://www.brother.com).

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