

Brother International Corporation

2025 A4 Line of the Year Award



Brother International Corporation has claimed the coveted Buyers Lab (BLI) 2025 A4 Line of the Year Award from Keypoint Intelligence thanks to its...

- Superior performance during Keypoint Intelligence testing across the entire A4 line
- Very good image quality to meet and exceed the needs of hybrid working environments
- Solid feature set and security, while being easy to use and maintain
- Low TCO adds to a stellar value proposition

“Brother’s latest A4 MFPs and printers excelled throughout lab testing while proving the ability to meet the evolving needs of office and hybrid environments. Our evaluations highlighted consistently strong performance, whether through impressive productivity, professional image quality, robust security features, or excellent value,” said Rachel Dean, Technical Editor in Keypoint Intelligence’s Workplace Group. “Several of the devices we tested earned Pick Awards, which adds to the list of many other Pick Awards that Brother has received over recent years. The company claiming the 2025 Line of the Year speaks to the innovation and performance of its latest A4 portfolio additions.”

“Quality is at the heart of everything Brother does, and we are honored to have our commitment recognized with the 2025 A4 Line of the Year Award from Keypoint Intelligence,” said Fernando Maroniene, Senior Director of Product Marketing in Brother International Corporation’s Business Machines Group. “This achievement underscores our dedication to delivering exceptional performance across our A4 lineup. We take great pride in providing reliable, high-quality solutions that empower businesses to operate at their best. This award reaffirms our ongoing mission to set the standard for excellence in the industry.”

Family Ties

A total of six Brother A4 devices tested in 2024 earned an overall rating of Highly Recommended in their lab reports:

Brother HL-L6415DW

Brother HL-L6415DWT

Brother HL-L5210DW

Brother MFC-L5710DW

Brother MFC-L6915DW

Brother MFC-L8395CDW

Brother HL-L5210DW

Brother MFC-EX915DW

Brother HL-EX415DW

Brother MFC-L5710DW



Exceptional Performance, Seamless Productivity

“Brother’s A4 portfolio stood out against the competition, offering a compelling combination of speed, efficiency, and image quality,” said Pete Emory, Director of Research & Lab Services NA/APAC at Keypoint Intelligence. “From fast first-page-out times (FPOTs) to outstanding job stream performance for typical multi-user environments, Brother’s A4 MFPs and printers ensure high productivity while maintaining excellent quality for standard office documents as well as detailed business graphics. Businesses require printing solutions that can keep up with dynamic and demanding environments—Brother’s devices deliver exactly that.”

The latest series of products from Brother provides some significant features, strong security, and great value to handle the demands of today’s hybrid and remote workforces. The range offers a strong feature set, with seamless cloud integration and advanced mobile connectivity as well as versatile media handling. Strong security features and an intuitive, easy-to-use design provide seamless device management and a smooth workflow experience.

Versatility & Cost Efficiency

Brother’s award-winning line-up is built with versatility in mind, offering strong media-handling capabilities to support diverse printing needs across different media weights and types. Additionally, Brother’s low TCO makes its devices an attractive option for companies seeking high-performance solutions with excellent long-term value. Brother’s A4 solutions also include automated fleet management tools, allowing IT administrators to monitor device performance, track usage, and implement print policies remotely. These features provide businesses with better control over print costs and help optimize resource allocation.

Elite Security Protects Business Intelligence

Security is also a key focus for Brother, exceptional security features strengthen an already impressive feature set with protection at document and device level to enable hybrid and remotely connected users to work securely and efficiently. Secure print ensures document confidentiality by requiring user authentication at the device before releasing print jobs. Enhanced features like badge authentication via NFC are available to some of the higher-end devices within the A4 product range, providing greater levels of safeguarding for sensitive data. Advanced protections against unauthorized access and network vulnerabilities further strengthen the device’s security profile, safeguarding it from potential cyberthreats and breaches. This dedication to mitigating risks brings peace of mind to businesses and workgroups that routinely handle sensitive and confidential data.

About Keypoint Intelligence

For over 60 years, clients in the digital imaging industry have relied on [Keypoint Intelligence](#) for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

About Line of the Year Awards

Line of the Year Awards salute the companies that provide a broad range of hardware or software that consistently performed above average throughout testing. Much consideration is also made by Keypoint Intelligence analysts and technicians in areas such as ease of use, features, and value, across an entire portfolio for that product area. Blending these factors with market research, the end result is the most prestigious Keypoint Intelligence Awards offered.



North America ●



Europe ●



Asia