

## **BROTHER INTERNATIONAL CORPORATION INTRODUCES AWARD-WINNING, CLASS-LEADING DUAL COLOR LABEL PRINTERS**

*The Brother QL-800 series offers black and red printing over the entire printable area of the label*

**BRIDGEWATER, N.J., November 7, 2017** – What's black and white and red all over? The new Brother QL-800 series label printers. To address the growing need for two-color label printing in numerous industries, Brother is introducing its new Brother QL-800 series, the only office category label printer to offer the technology that allows users to print red and black over the entire printable area of the label. In addition to offering this cutting-edge technology, the Brother QL-800 series has been receiving industry awards, including the 2017 North American Office Products Award (NAOPA) for the Best Technology Product for the Brother QL-820NWB, and PCMag Editors' Choice awards for both the Brother QL-800 and QL-820NWB (see below).

Users can create labels with both black and red text up to three feet in length via both wired and wireless connectivity – offering unrivalled versatility not only in the office, but also in retail, food, postal, facilities management and other industries. Additionally, for developers and system integrators looking to incorporate label printing as part of their solutions, the technology is easy to integrate and manage on a network using Brother's network management tools and free software development kits (SDKs).

### **Meet the Mobile Mindset with Versatile Labeling Options**

Boasting the highest print speeds and the most connectivity options in their class, the Brother QL-800 series label printers are ideal for conducting business on-the-go while meeting the needs of the mobile workforce. All models are PC/Mac® compatible. The Brother QL-810W and QL-820NWB offer a seamless connection to smartphones and tablets using built-in wireless connections. In addition, an optional Li-ion battery allows for a complete mobile solution.

“With the existence of mobile and the continued growth of smartphone adoption worldwide, incorporating on-the-go labeling solutions is key to ensuring seamless operations in today’s business environment,” said Robert Brady, QL Product Manager for Brother International Corporation. “Whether you’re a retailer looking to convey special pricing quickly or a food manufacturer seeking to print Made-Ready-Discard (MRD) labels, the new Brother QL-800 series is the perfect fit.”

### **Software Solutions that Offer Expanded Capabilities**

For added functionality, software developers and system integrators can take advantage of the free Brother SDKs for both Android™ and iOS® that allow for easy integration of label printing directly within their own applications and software. For more information on this program, visit <http://www.brother-usa.com/lp/civ/home.aspx>.

Further capabilities in the Brother QL-800 label printer series include a variety of label design apps for desktop PCs and mobile devices so that users can design professional labels including images and logos, barcodes and frames. For instance, users can design and print labels on the Brother QL-810W and QL-820NWB using the free iPrint&Label app by connecting via Wi-Fi or Bluetooth® wireless technology (on the Brother QL-820NWB).

### **Brother QL-800 Series Receives Industry Awards**

Now in its eighth year, the North American Office Products Awards (NAOPA) organized by Office Products International (OPI), seeks out the best office products each year. Products in several office categories are highlighted for their innovativeness as well as for their potential or existing success in generating revenue streams for the US independent reseller channel. The Brother QL-820NWB label printer was awarded Best Product – Technology, beating out 4 other technology-centric office products that made it to the final round of voting.

According to Steve Hilleard, CEO of Office Products International (OPI), “The judges thought this was an ultra-flexible printing solution for businesses offering color printing as well as multiple connectivity options. This latest twist from Brother in the well-established label printing

category impressed our judges who thought this would be a great seller and of course we all hope that they are right.”

The PCMag Editors' Choice is awarded to products and services that rise above similar products in their categories. There is no external nomination process; the products under consideration have been reviewed by the expert analysts in PCMag Labs. The Brother QL-800 was awarded the PCMag Editors' Choice for entry-level professional label printers, while the Brother QL-820NWB received the PCMag Editors' Choice for networkable professional label printers.

According to PCMag editor William Harrel, “There is a lot to like about the Brother QL-820NWB. When combined with your PC or mobile device, it’s a feature-rich labeling system capable of churning out professional-looking labels quickly and efficiently.”

To learn more about the Brother QL-800 series of label printers, please reach out to [QLSolutions@Brother.com](mailto:QLSolutions@Brother.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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