

## Brother International Corporation Wins BLI Summer 2017 Pick Award

*The Brother HL-L9310CDW selected by BLI analysts as Outstanding Color Printer for Small and Medium Sized Businesses*

**BRIDGEWATER, N.J., September 27, 2017** – Brother International Corporation, a leader in document imaging solutions, received the Buyers Laboratory, Inc. (BLI) Summer 2017 Pick Award for Outstanding Printer for Small and Medium-Sized Businesses. This award recognizes the Brother HL-L9310CDW business color laser printer, designed to meet the needs of mid-sized workgroups with demanding print volumes. The HL-L9310CDW delivers a low total cost of ownership (TCO) along with reliable, exceptional color and crisp black and white printing.

BLI, a division of Keypoint Intelligence, is the world's leading independent provider of analytical information and services to the digital imaging and document management industry. The Pick Award recognizes models which performed best among comparable products evaluated in BLI's extensive suite of lab tests in the previous six months. Rigorous testing includes measures for durability and reliability, as well as ease of use, media handling, productivity, and value.

"This device produces vibrant and consistent color graphics. We were very pleased with the quality of color output from the Brother HL-L9310CDW," commented Tony Maceri, Senior Test Technician for Keypoint Intelligence - Buyers Lab. "It's also very easy to use, via its intuitive touchscreen control panel, or from your desktop via its well-designed print driver. This, plus the device's perfect reliability means workgroups can rely on the Brother HL-L9310CDW to keep work moving smoothly."

Marlene Orr, Director of Printer/MFP Analysis for Keypoint Intelligence – Buyers Lab agrees. "The Brother HL-L9310CDW is an ideal choice for business. In addition to robust features and functionality, and impressive image quality, especially in color mode, the HL-L9310CDW offers a low TCO."

The Brother HL-L9310CDW offers the right mix of features, performance and value for the small and medium sized business market, delivering an outstanding value proposition and print speeds up to 33ppm in both color and black. Reviewers also noted the HL-L9310CDW's intuitive touchscreen interface and print driver, scalable, class-leading paper capacity, and in-box 6,500-page toner cartridges<sup>1</sup> for built-in value. Ultra-high-yield 9,000-page replacement toner cartridges<sup>1</sup> offer low cost output. Security features like NFC badge authentication and Secure Function lock help secure data and the device and help lower costs by regulating color print usage.

"This accolade underscores Brother's continuing efforts to solve critical business challenges within SMB environments including higher level document workflow capabilities and more affordable color printing," said Steve Feldstein, Brother International Corporation's Director of Marketing, Business Laser & Scanner Products. "We are very honored to receive recognition from an independent source like BLI."

Earlier this year Brother earned BLI's [Monochrome Printer/MFP Line of the Year Award](#) which is given to the manufacturer whose product line is determined to be the best overall based on the cumulative test

results of all models tested in BLI's rigorous two-month laboratory evaluation. The selections are made by BLI's highly experienced staff of technicians and analysts after subjecting scores of devices from every major OEM to BLI's exhaustive, comprehensive lab tests. In addition, the Brother HL-L6300DW, a monochrome laser printer, received [BLI's Winter 2017 Pick Award for Outstanding Printer for Mid-size Workgroups](#).

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<sup>1</sup> Approximate toner cartridge yields in accordance with ISO/IEC 19798 (letter/A4).

### **About Buyers Lab**

Buyers Lab (BLI) is the world's leading independent provider of analytical information and services to the digital imaging and document management industry. For over 50 years, buyers have relied on BLI to help them differentiate products' strengths and weaknesses and make the best purchasing decisions, while industry sales, marketing and product professionals have turned to BLI for insightful competitive intelligence and valued guidance on product development, competitive positioning and sales channel and marketing support. Using BLI's web-based bliQ and Solutions Center services, 40,000 professionals worldwide create extensive side-by-side comparisons of hardware and software solutions for over 15,000 products globally, including comprehensive specifications and the performance results and ratings from BLI's unparalleled Lab, Solutions and Environmental Test Reports, the result of months of hands-on evaluation in its US and UK labs. The services, also available via mobile devices, include a comprehensive library of BLI's test reports, an image gallery, hard to find manufacturers' literature and valuable tools for configuring products, calculating total cost of ownership (TCO) and annual power usage. BLI also offers consulting and private, for-hire testing services that help manufacturers develop and market better products and consumables. For more information on Buyers Laboratory, please call 973-797-2100, visit [www.keypointintelligence.com](http://www.keypointintelligence.com), or email [info@buyerslab.com](mailto:info@buyerslab.com).

### **About Keypoint Intelligence**

Keypoint Intelligence is a global data and market intelligence leader for the digital imaging industry. The company has over 125 professionals around the world who provide critical planning and go-to-market services, including in-depth market research, competitive intelligence, sales training, product testing, content creation, and customer engagement. For more information, contact Mike Fergus at [mike.fergus@keypointintelligence.com](mailto:mike.fergus@keypointintelligence.com) or +1 973.797.2150.

### **About Brother International Corporation**

Brother is a leading provider of office equipment technology, including award-winning color and black and white multifunctional products, printers, scanners and device-based cloud and mobile technologies. Brother printers are recognized as the best in the industry, and consistently earn industry and product accolades including *PC Magazine's* 2016 Readers' Choice and Business Choice awards for reliability and overall customer satisfaction. Brother is a leader in electronic labeling with its P-touch line of labelers that feature laminated and specialty tapes. Brother's products help home-based and medium to large-sized businesses increase productivity, improve workflow, and enhance organizational efficiency while helping to reduce costs. 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 and industrial products, along with home appliances. For more information, visit [www.brother.com](http://www.brother.com).

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