

Brother International Corporation Honored by Buyers Laboratory with Summer 2016 Pick and Outstanding Achievement Awards

“Outstanding” Monochrome Printers, All-in-Ones, and Scanners Performed Best After Rigorous Testing

BRIDGEWATER, N.J., July 27, 2016 – Validating its commitment to product quality and reliability in the business market, Brother International Corporation, a leader in office workflow solutions, was named winner of six Buyers Laboratory, Inc. (BLI) Summer 2016 Pick and Outstanding Achievement Awards for its monochrome laser printers and All-in-Ones, as well as two of the company’s business scanner models.

Announced twice a year by BLI, a leading independent provider of product intelligence for the imaging industry, the Pick Awards recognize the Brother models which performed best among comparable products evaluated in BLI’s extensive and rigorous battery of lab tests (which takes approximately two months to complete). These tests include measures for durability and reliability, as well as ease of use, media handling, productivity, and value. The BLI Outstanding Achievement Awards acknowledge attributes such as innovation, usefulness, energy efficiency, and value.

“These awards are an important industry honor for Brother, highlighting its innovation, quality, and customer focus,” said Steve Feldstein, Director of Marketing – Business Laser and Scanner Products. “BLI’s recognition underscores Brother’s leadership position in delivering business-centric solutions.”

New Mono Laser Models Win High Acclaim

In a sweep of its small and mid-size market categories, BLI recognized the new line of Brother monochrome laser printers and All-in-Ones (also known as MFPs or multifunction printers), which were introduced earlier this year to a broad range of productivity-minded workgroups. BLI honored the four printers in the Brother HL-L5000 Series (HL-L5000D, HL-L5100DN, HL-L5200DW, and HL-L5200DWT) with the Summer 2016 Pick Award as the Outstanding Printer for Small Workgroups. In addition, the Brother MFC-L5000 Series was honored as the Outstanding MFP for Small Workgroups, which offer a range of small-business friendly features in the MFC-L5700DW, MFC-L5800DW, MFC-L5850DW, and MFC-L5900DW models.

“The HL-L5000 Series printers and MFC-L5000 Series All-in-Ones are great choices for small workgroups, thanks to their compact yet robust design and low total cost of ownership,” said Marlene Orr, BLI Director, Office Equipment Product Analysis. “The key reasons for BLI’s high marks are the versatility, affordability, and reliability of these Brother models.”

The laser flagships of the Brother Workhorse Series were also recognized with Summer 2016 Pick Awards. The Brother HL-L6400 Series – HL-L6400DW and HL-L6400DWT – was named Outstanding

Printer for Mid-Sized Workgroups, while the Brother MFC-L6900DW was chosen as Outstanding MFP for Mid-Size Workgroups.

Orr added, “The HL-L6400 Series and MFC-L6900DW are true workhorse models, offering excellent reliability with no slowdowns during peak usage, class-leading paper capacity, and long-life consumables for greater cost savings and reduced environmental impact.”

Scanners Win for Functionality, Innovation

Two Brother Scanner models also received high praise from BLI. The Brother ImageCenter ADS-3600W was named Summer 2016 Pick Award winner as Outstanding A4 Network Scanner. BLI noted the ADS-3600W’s fast speeds, as well as business-centric features including capabilities to scan from a broad range of paper weights through its automatic document feeder, saving various scan profiles and settings through the 3.7" Color TouchScreen Display, and scanning to a number of cloud storage repositories. The ADS-3600W also offers NFC functionality – a first for scanners tested by BLI.

“With NFC versatility and connectivity, ADS-3600W lets users access the Brother iPrint&Scan app on their mobile devices simply by placing the mobile device near the ‘NFC’ symbol on the scanner’s control panel,” said BLI Manager of Lab Operations Joe Ellerman. “The app adds basic scan functionality to compatible mobile devices, helping to further promote the scanner as a kiosk-style scan station that any walk-up user can operate.”

BLI recognized the Brother DSmobile 920DW/820W portable scanner models for their unique control panel design, LCD screen, and SD-card scanning capabilities, noting these features are “virtually unheard of in the single-sheet mobile scanner market.” As a result, BLI awarded these Brother portable scanners Outstanding Achievement in Innovation Award.

“In addition to its control panel design, users can scan directly to an included SD card, helping to further untether the device from the usual requirement of a connected PC,” said Ellerman. “We are proud to honor Brother with an Outstanding Achievement award for this innovative product design, and we look forward to seeing what the company can accomplish with future iterations.”

Ongoing BLI Accolades for Brother

Over the years, Brother has been honored by BLI for a number of its products and offerings. Earlier this year, BLI named Brother Web Connect its Winter 2016 Pick Award winner as the Outstanding Scan-to-Cloud Solution, and named the Brother MFC-J5720DW/MFC-J5920DW All-in-One models winners for Outstanding Achievement in Energy Efficiency. In 2015, Brother won Outstanding Achievement Awards for the ImageCenter ADS-2500We (Value) and MFC-L8850CDW All-in-One (Energy Efficiency). In addition to these awards, a number of Brother products have earned Highly Recommended ratings from BLI for their versatility, reliability, quality, total cost of ownership, and value.

About Brother

Brother International Corporation (www.brother.com) is an industry leading provider of small and mid-sized business printing and imaging solutions developed to help increase productivity, improve workflow, and enhance organizational efficiency, all while helping to reduce costs. Brother is also a leader in electronic labeling and provides the number one line of facsimile machines in the U.S. The U.S. corporate office in Bridgewater, NJ was established on April 21, 1954 and currently markets many

industrial products, home appliances and business products manufactured by its parent company, Brother Industries, Ltd. of Nagoya, Japan. For more information, visit www.brother.com.

About Buyers Laboratory LLC

Buyers Laboratory LLC (BLI) is the imaging industry's leading independent provider of analytical information and services. For more than 50 years, buyers have relied on BLI data when making purchasing decisions, while industry professionals have turned to it for competitive intelligence when creating marketing strategies. BLI's services, which are also accessible via mobile devices, include a comprehensive library of test reports, images, and manufacturer's literature—as well as industry tools that help configure products, calculate total cost-of-ownership (TCO), and determine annual power usage. BLI also consults with manufacturers, helping them develop and market more efficient products and consumables.

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