

Brother redefines productivity and cost-efficiency for businesses

Brother's new series of business printers combine top-class print speeds, enhanced mobile connectivity, and cost-saving features.

17 October 2017, Singapore – Brother continues to set the pace for delivering award-winning solutions designed for exceptional performance and cost-savings. With its recent wins in PCMag Readers' Choice Award (9 years in a row), as well as PC Mag Business Choice Awards (5 years in a row), Brother's commitment to its 'Customer First' approach shows in its latest series of mono laser printers and Multi-Function Centres (MFCs) for today's business environment

"Today's business owners and workgroups demand greater productivity and reliability – all while keeping running costs low. With Brother's latest mono laser printers and Multi-Function Centres (MFCs), they won't have to compromise." says Nigel Lee, Country Head at Brother Singapore. "With outstanding print speeds, cost-saving innovations and user-friendly mobile printing capabilities, this series delivers a compelling blend of cutting-edge features and renowned Brother reliability that they can depend on for years to come."

This new series features a mono laser printer, HL-L2375DW and five Multi-Function Centres (MFCs), the DCP-L2535DW, DCP-2550DW, MFC-L2715DW and MFC-L2750DW. Performance and enhanced features for this new series include:

Optimised Productivity

- **Outstanding print speed** – Improved print speeds of up to 34/36 ppm (A4/Letter) and first-page-out-times of up to 8.5 secs
- **Larger memory and processor** – Handle high volume print jobs with processor speed of 600MHz and increased memory of up to 256MB¹
- **Advanced paper handling** – Spend less time loading paper with the 250 sheets default paper tray, handle a variety of papers up to 230g/m² with the multi-purpose tray² as well as scan documents with ease with the 50 sheets Auto Document Feeder³
- **Low operating noise** – At only 49 dBA, this series is quiet enough for comfortable desktop and small team use
- **Impressive mono print quality** – Create impactful, professional-looking documents with crisp text and graphics at high quality resolution
- **Effortless two-sided scanning** – With Dual CIS ADF Scanner technology, you can automatically scan two-sided documents without having to flip the document manually or using a software

Cost Saving Advantages

- **Lower total cost of ownership** – With a 3,000 high-yield toner cartridge, you'll enjoy more printed pages at a lower cost-per-page
- **Save paper automatically** – Reduce your paper wastage by half with automatic 2-sided printing, which allows you to set all print jobs to print on both sides of the document unless otherwise stated
- **Cut down on toner cost** – The Toner Save Mode gives you the option to print using less toner, while producing clear and legible text at the same time

Enhanced Connectivity



- **Effortless mobile printing** – Print directly from your iPhone, iPad, Android™ or Windows® Mobile device through Brother's iPrint&Scan, Apple Airprint, Mopria and Google Cloud Print
- **Print without wires** – Enjoy fuss-free wireless printing of documents, presentations and emails from your notebook PC, smartphone, or tablet across your office
- **Scan and print without network access** – Wi-Fi Direct⁴ enables you to print or scan directly from your mobile device without access to your network. This also allows you to offer temporary printing or scanning access to your visitors
- **NFC Printing and Scanning** – Near Field Communication (NFC) makes it simple to access a Brother device directly from a compatible device using the iPrint&Scan app⁵

Award-winning legacy

Brother's uncompromising dedication to quality is what makes it stand out from its competitors. Brother has won PCMag Readers' Choice Award for an unprecedented 9 years in a row, as well as PC Mag Business Choice Awards PC Mag for 5 years in a row, scoring the highest in overall customer satisfaction and reliability, as well as likelihood to recommend.

SERIES OVERVIEW

Introducing the models in Brother's latest mono laser printers and Multi-Function Centres (MFCs) Series:

<p>Model Name: HL-L2375DW RSP: \$208 Warranty: 3 years carry-in Availability: October 2017</p> 	<ul style="list-style-type: none">• Automatic 2-sided print• Up to 34/36 ppm (A4/Letter) print speed• Less than 8.5 secs first page-out time• 16 characters x 1 line display• 250 sheets default paper tray• High Yield Toner at 3,000 pages• Wired and Wireless connectivity• Brother iPrint&Scan, AirPrint, Mopria, Google Cloud Print
<p>Model Name: DCP-L2535DW RSP: \$248 Warranty: 3 years on-site Availability: October 2017</p> 	<ul style="list-style-type: none">• Print, Scan, Copy• Automatic 2-sided print• Up to 34/36 ppm (A4/Letter) print speed• Less than 8.5 secs first page-out time• 16 characters x 2 lines display• 250 sheets default paper tray• High Yield Toner at 3,000 pages• Wired and Wireless connectivity• Brother iPrint&Scan, AirPrint, Mopria, Google Cloud Print

Model Name: DCP-L2550DW
RSP: \$268
Warranty: 3 years on-site
Availability: October 2017



- Print, Scan, Copy
- Automatic 2-sided print
- Up to 34/36 ppm (A4/Letter) print speed
- Less than 8.5 secs first page-out time
- 16 characters x 2 lines display
- 250 sheets default paper tray
- 50 sheets Auto Document Feeder
- High Yield Toner at 3,000 pages
- Wired and Wireless connectivity
- Brother iPrint&Scan, AirPrint, Mopria, Google Cloud Print

Model Name: MFC-L2715DW
RSP: \$348
Warranty: 3 years on-site
Availability: October 2017



- Print, Scan, Copy, Fax
- Automatic 2-sided print
- Up to 34/36 ppm (A4/Letter) print speed
- Less than 8.5 secs first page-out time
- 16 characters x 2 lines display
- 250 sheets default paper tray
- 50 sheets Auto Document Feeder
- High Yield Toner at 3,000 pages
- Wired and Wireless connectivity
- Brother iPrint&Scan, AirPrint, Mopria, Google Cloud Print

Model Name: MFC-L2750DW
RSP: \$448
Warranty: 3 years on-site
Availability: October 2017



- Automatic 2-sided Print/Scan/Copy/Fax
- Up to 34/36 ppm (A4/Letter) print speed
- Less than 8.5 secs first page-out time
- 2.7" TFT Colour LCD display
- 250 sheets default paper tray
- 50 sheets Auto Dual CIS Document Feeder
- High Yield Toner at 3,000 pages
- Wired and Wireless connectivity
- Brother's Apps and Web Connect
- Brother iPrint&Scan, AirPrint, Mopria, Google Cloud Print
- NFC connectivity

MODEL	USUAL RSP w GST	PAGE YIELD
DR-2455 ASA	SGD 108.00	Approx. 12000 pages (1 page/job)
TN-2460 ASA	SGD 56.00	Approx. 1200 pages (ISO/IEC 19752)
TN-2480 ASA	SGD 105.00	Approx. 3000 pages (ISO/IEC 19752)

All prices are inclusive of the prevailing taxes. These machines can be purchased through Brother International Singapore's authorised resellers and superstores and are supported by the Brother Customer Service Centre, located at 10 Eunos Road 8, #14-01/02 Singapore Post Centre, Singapore 408600. It is opened Mondays to Fridays, from 9 am to 6 pm, and on Saturdays, from 9 am to 1 pm.

About Brother International Singapore Pte Ltd

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the “Customer First” approach in all aspect of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit www.brother.com.sg. Brother will always be “At Your Side” now and into the future.

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About Brother Earth

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother’s attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

<Footnotes>

- 1 HL-L2375DW at 128MB.
- 2 Print from multi-purpose tray or manual feed slot.
- 3 Only for DCP-L2550DW, MFC-L2715DW & MFC-L2750DW.
- 4 Available separately.
- 5 Only for MFC-L2750DW.