

Bring office productivity into your home with Brother's new business inkjet range

Brother launches its new compact, space-friendly inkjet machines with greater cost-efficiency, vibrant colour prints, and outstanding print speeds for small businesses and employees working from home.

18 Aug 2021, Singapore – With the ongoing pandemic changing the way we work, an increasing number of businesses are having to shift away from the traditional office-centric model and start adapting to remote working arrangements where employees mostly work from home. However, while having the internet and a laptop enables them to carry out much of their roles from the comfort of their home, there are still many important tasks that simply cannot be performed without access to a business printing solution.

With that in mind, Brother has developed a new range of inkjet Multi-Function Centres that is geared at bringing business productivity into the home-working environment. These affordable machines combine low running costs, outstanding print performance and full functionality in a compact footprint, allowing small business owners and employees to enjoy no-compromise productivity without having a large and bulky print solution taking up unnecessary space.

“The shift to remote working had begun years ago, and the pandemic has simply accelerated it. As companies increasingly adopt work from home arrangements, our focus is on empowering small businesses and employees with the right blend of features and cost-efficiency to take their productivity to the next level.”

Nigel Lee, Country Manager at Brother Singapore

This series features 2 new A4 Inkjet Multifunction-Centre models to cater to home office needs: Features and benefits include:

Outstanding Cost Savings

- Affordable hardware costs for a lower initial investment
- Reduced running costs with a low cost-per-page
- Smart visualisation of ink usage and remaining pages¹ provide clear insights on your printing behaviour

Business-Focused Performance

- Fast print speeds with no warm-up for improved business efficiency
- Create professional-quality presentation materials with vivid colours and sharp text
- Fade, smudge and weather-resistant pigment ink for printouts that last
- Award-winning reliability reduces downtime caused by repairs and servicing

Adaptable to Changing Needs

- New dual paper trays² offer improved paper handling operations
 - Print on card stocks, envelopes, photo paper and more
 - Generous tray paper capacity up to 400-sheet²
 - Mobile and wireless printing capabilities for greater productivity on-the-go
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SERIES OVERVIEW

Introducing the models in Brother's latest Inkjet Multi-Function Centre (MFC) Series:

MFC-J4340DW
RSP: \$288 w GST
Availability: 18 Aug



- Print/Scan/Copy/Fax
- Up to 20/19ipm (ISO)³
- 14.4 Kbps Fax
- Up to 20-Sheet ADF
- Up to 150-Sheet Standard Tray
- 1 sheet manual feed slot
- Automatic Duplex Printing
- Wireless LAN
- Mobile Print
- 1.8" TFT LCD

MFC-J4540DW
RSP: \$378 w GST
Availability: 18 Aug



- Print/Scan/Copy/Fax
- Up to 20/19ipm (ISO)³
- 14.4 Kbps Fax
- Up to 20-Sheet ADF
- Up to 150-Sheet Standard Tray
- Up to 250 Sheets Lower Tray
- 1 sheet manual feed slot
- Automatic Duplex Printing
- Ethernet & Wireless LAN
- USB direct print / Mobile Print
- 2.7" TFT Touch Panel LCD

Series Line-up and Availability

This new series will be available from **18 Aug onwards**. For more information, visit www.brother.com.sg.

All prices are inclusive of the prevailing taxes and include a 3-year on-site warranty. 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. Due to COVID-19 measures, please visit www.brother.com.sg for updated operating hours.

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.

NOTE: All brand and products names are trademarks or registered trademarks of their respective companies.



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.

Media contacts

Name: Nikie Leng
Job Title: Marketing Communication Manager
Company: Brother International Singapore Pte Ltd
Email: nikie.leng@brother.com.sg

Name: Khoo Wan Ting
Job Title: Marketing Communication Executive
Company: Brother International Singapore Pte Ltd
Email: wanting.khoo@brother.com.sg

<Footnotes>

- 1 Approximate Page Yield (ISO based)
- 2 Available on MFC-J4540DW only
- 3 Based on ISO/IEC 24734. For more information, please refer to www.brother.com/rd/printspeed