

**MEDIA RELEASE**

*Immediate*

## **Brother Unveils the New Professional Label Printers for Modern Businesses: QL-570 and QL-580N**

*The new compact and affordable label printers allow businesses to create customised labels for different professional uses*



**SINGAPORE, 26<sup>th</sup> September 2008** – Brother International, a leader in home and business IT peripherals, is responding to the organising needs of today's businesses, by launching the latest professional label printing solution. Developed as a highly cost-effective, business-specific devices, the QL-570 and QL-580N (network model) label printers help busy offices create high-quality customised labels for a wide range of professional uses – such as for envelopes, name badges, barcodes, invoices, packages, files and CDs\*.

A key advantage of the QL-570 lies in the simplicity of its connectivity. The label printer can be connected directly to the PC via a USB port.

For those who require network connectivity, the QL-580N is a network-ready model that allows multiple users in the office to share it. It features a built-in Ethernet connection and dual interfaces to allow connection to most equipment including a PC, a Mac® or a barcode scanner for easy access. These label printers are bundled with user-friendly software that prompts users in a step-by-step installation process.

Both label printers can print customised labels of up to 62mm width continuously. This can be done over a range of applications at a speed of up to 68 labels per minute, and with up to 300 x 600 dpi resolution. Besides printing text, the QL-570 and QL-580N can also produce labels with graphics, company logos and icons to allow easy recognition of items.



*The different applications printed by QL-570 and QL-580N*

"We understand the importance of being organised in our everyday work life. With the introduction of our latest label printers, we have developed the perfect labelling solution to sort things in place. The QL-570 and QL-580N print labels quickly, and are affordable and easy to use for everyone. It will definitely help customers get organised so they can enjoy greater success," says Takeo Shimazu, Managing Director at Brother International Singapore.

### **Value-adds**

Bundled with the user-friendly P-Touch Editor Version 5 label creation software, users can use the "Snap" mode to print directly from Microsoft® Word®, Excel® and Outlook® by drag and drop with the smart add-in utility feature or by copy and paste.

For beginners, the "Express" mode allows the creation of simple labels quickly, while advanced users can create sophisticated labels with fancy designs and layout in the "Professional" mode.

Designed with the modern office in mind, the QL-570 and QL-580N boast many striking features including its super-durable built-in auto cutter which is good for over 300,000 cuts<sup>^</sup>. Having an auto-cutter ensures more professional results, as you don't need to manually tear the labels after they are printed.

As with all Brother label printers, QL-570 and QL-580N use easy drop-in continuous length rolls that make changing label styles easy. Additionally, nine different types of die-cut labels for DVDs, laptops, badges etc are also available. Without manually setting the type of label used, these label printers automatically recognises which label roll size the user has inserted, and changes its print settings accordingly.

### **Pricing and Availability**

A complete package includes a label printer, starter address label roll, starter 62mm wide continuous length tape, cleaning sheet, quick start guide, CD-ROM software, AC power cable and USB cable. The **QL-570** and **QL-580N** include a one-year carry-in warranty and are available in Singapore at a recommended retail price of **S\$228.00** and **S\$268.00** respectively (inclusive of GST). As an introductory offer, **QL-570** comes bundled with 4 rolls of starter label pack worth S\$90.00. The products can be purchased through Brother International Singapore's authorised resellers and are supported by Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is open Mondays to Fridays, from 9am to 9pm, and on Saturdays, from 9am to 3pm.

*\* Not full coverage – 2 1/3" diameter*

*^ Based on internal Brother testing when using die-cut labels*

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