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Brother introduces new professional PC labellers with advanced labelling functions

New P-touch desktop barcode and label printers produce high-quality laminated labels for harsh environment applications



PT-9700PC



PT-9800PCN

Singapore, 12th May 2010 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, announced today the launch of new P-Touch labellers PT-9700PC and PT-9800PCN which have been developed for professional users. Both desktop labellers boast the highest print resolution and speeds in this category of labelling machines and can print information such as barcodes, images, company logos and data stored in various database formats.

Both labellers feature Brother's professional label design software, the P-touch Editor that has templates to allow customisation of labels. Labels with text, graphics, and over 14 industry-standard linear and 2D bar codes can be created. Additionally, the P-touch Editor can be used to connect to print labels from a variety of data files which includes text and CSV files, Excel spreadsheets, Microsoft Access and SQL Server databases.

From office stationery to archive folders or parts labelling and even custom signage, a Brother PT-9700PC and PT-9800PCN can help ensure the office is efficiently organised where it can print hundreds of labels in a short time. The PT-9800PCN comes with a stand-alone barcode copying function that allows copies of barcode labels to be created easily just by connecting a USB barcode scanner directly to the front of the labeller without any PC connection.

The PT-9700PC and PT-9800PCN can use all the widths colours and materials available in the TZ and HG tape ranges, producing professional customised labels on demand that are suitable for almost any environment application. Both labellers incorporate an advanced cutter that either fully cuts the label, or just cuts half way through, allowing the labels to be printed in one long strip and simply peeled individually when required.

“The new P-touch series are designed to produce customised professional labels on demand are suitable for many industries such as manufacturing, healthcare, telecommunications and event management where a huge amount of labels are required quickly. Our labels are fade resistant

and can even be used outdoors and under harsh weather conditions as they have been tested under laboratory conditions to ensure that our Brother P-touch laminated labels are able to withstand the effects of abrasion, temperature, chemicals and sunlight,” said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

Developed for professional use in either the office or industry, the PT-9700PC has both USB and RS-232 ports that allow quick and easy connection to a PC or Mac. The PT-9800PCN is a multi-interface labeller with a RS-232 port, dual USB ports and one network that allows multiple users to share the labelling machine. reducing cost of ownership.

Both labellers are AC power operated and measure 4.6" (W) x 7.6" (D) x 5.5" (H) – a compact size suitable where space is at a premium. With resolutions up to 360 x 720 dpi and a maximum print speed of 3.15 ips, the PT-9700PC and PT-9800PCN allow large label print jobs to be distributed among multiple printers simultaneously.

Both PT-9700PC and PT-9800PCN come with a 1-year carry-in warranty.

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Recommended Retail Prices:

PT-9700PC: S\$588 with GST

PT-9800PCN: S\$688 with GST

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 aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines, Malaysia, Indonesia and Vietnam. For more information on Brother International Singapore and its products, please visit www.brother.com.sg. Brother will always be "At Your Side" now and into the future.

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