

**FOR IMMEDIATE RELEASE**

## **Brother Introduces New Range of Labellers Designed For Creative and Easy Labelling**

*New stylish P-Touch electronic labellers make organising fun and easy for personal, home and professional usage*



**PT-90**



**PT-1090**



**PT-1290**



**Deco Mode**



**Singapore, 17<sup>th</sup> November 2009** – 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. Comprising of three models, (PT-90, PT-1090 and PT-1290), the new series features enhanced “Deco Mode”, easy-to-use function keys and have simple chic designs.

“The new P-Touch series adds a creative and fun touch to traditional labelling. Easy to handle thanks to an enhanced look, these three labellers are designed for everyone to get organised in their own style.” said Mr Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

Brother's new labellers are versatile and can meet personal, family and businesses labelling needs. The PT-90 has a changeable faceplate and compact body and is useful for anyone looking for a handy organiser that will allow them to tag and personalise their items and documents. The PT-1090 is great for those in the electrical or technical industries as the machine has a specific function for easy labelling of wires and cables. It also appeals to homemakers who need to add date and time to their labels to keep track of the shelf life of food items. The elegant-looking PT-1290 will suit home offices and businesses as they come with business design formats and two font options for a professional output.

These new electronic labelling P-Touch series comes with multiple "Deco Mode" label formatting options, font styles and symbols that enable users to create original labels. Specific models offer up to 15 deco modes and 178 attractive symbols on a large screen (from 12 to 15 characters display) for easy viewing and editing of text with 20 colourful tape options.

The new series also features efficient and easy-to-use functions keys. PT-1090's cable labelling as well as time & date modes are directly accessible on the control panel and allow convenient and time-saving print flag labelling. Also available in each labeller's menu are function short-cuts that allow quick access to editing tools such as style, auto format, size, memory, etc. All three models are battery-operated for an optimal portability and convenient use. Optional power adapters are also available for purchase for PT-1090 and PT-1290.

For outdoor labelling, the durable TZ tapes are used for PT-1090 and PT-1290. These TZ tapes can withstand water, scratches and extreme heat.

All P-Touch series comes with a 1-year carry-in warranty with a starting price from \$39.90.

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**Recommended Selling Prices:**

PT-90 – \$39.90

PT-1090 – \$49.90

PT-1290 – \$69.90

Optional Power Adapter – Price is unavailable at this moment

## **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](http://www.brother.com.sg). Brother will always be "At Your Side" now and into the future.

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