



## PRESS RELEASE

### **Brother Launches a New Generation of Highly Customisable and Versatile Electronic Labellers**

*This new line-up of electronic labellers is specifically engineered for maximum efficiency and simplicity.*

**Singapore, 7 March 2014** - Brother International Singapore, a leader in home and business IT peripherals that focuses on 'Customer-First' approach, is launching the new generation of P-touch Electronic Labellers – the **P-touch PT-E300VP** and the **P-touch PT-E100VP** for industrial use. Additionally, Brother is launching two other stylish electronic labellers that are perfectly designed to help corporate users stay organised – the **P-touch PT-P700** and the **P-touch PT-3600**.

#### **Versatile yet simple to use**

The **P-touch PT-E300VP** and the **P-touch PT-E100VP** are engineered for extreme versatility and simplicity for use by electricians and contractors in the field. These robust electronic labellers incorporate smart features with a high degree of customisation for virtually any labelling application, like selecting the precise cable width for the best fit. Both labellers are also capable of fast print speeds at up to 20mm per second.

Powered by Brother Technology with a proven history of quality and reliability, the PT-E300VP and PT-E100VP produces UL recognised labels that can withstand fading, abrasion, extreme temperatures, harsh chemicals and moisture, making them perfect for use in the field.

Both labellers also accommodate Brother HGe<sup>1</sup> and TZe<sup>2</sup> laminated tapes that come in an easy-to-load, drop-in cartridge containing all the necessary components to print a thermal-transfer laminated label. By utilising an innovative thermal transfer laminating process with smart sensing technology and without the need to replace toner or ink cartridge, they create automatic imaging settings to print near to perfect laminated labels.

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<sup>1</sup> HGe tapes are designed for commercial and industrial labelling applications, specifically for the model

<sup>2</sup> TZe tapes feature the same laminated structure and durability of HGe tapes, but without the faster print speeds and higher resolution of up to 360 X 720 dpi as offered by HGe tapes



While both have user-friendly inputs, the PT-E300VP is equipped with a QWERTY style keyboard for even more intuitive navigation to create legible, long-lasting labels with just a few simple key strokes.

In addition, the PT-E300VP is capable of handling the all new **Heat Shrink (HSe)** Tube tape that is specially designed to seamlessly mark cables from 5.8mm to 17.7mm in width. Brother's HSe, HGe, TZe tapes are made of recycled content and reduced plastic materials, which makes it eco-friendly, while maintaining its durability.

"We strongly believe that labels are the thumbprint of professionalism and a critical element of properly documenting the job," said Nigel Lee, Country Manager of Brother International Singapore Pte Ltd. "The PT-E300VP and PT-E100VP are versatile, easy to use and are strong testaments to Brother's commitment in delivering innovative and reliable solutions. They are created specifically to match and exceed the needs of electricians and contractors, and are robust to withstand the pressures of the job in the field."

### **Speedy and stylish**

With the stylish new **P-touch PT-P700** and the **P-touch PT-3600**, offices in Singapore are able to easily label their way to a more organised workspace environment. These compact additions to the office provide speedy labelling solutions, while offering great user-flexibility and connectivity, including plug-and-play USB compatibility and built-in software for PT-P700 for even greater customisation.

Lee adds, "The PT-P700 and the PT-3600 have completely new stylish and compact designs that come with a number of enhanced features, including faster printing of robust, hardwearing labels, tape colour detection for authentic on-screen label previews when used with the new P-touch editor version 5.1 software, that offer the users with versatility."

**Overview, Availability and Specifications**

**Brother P-touch PT-E300VP**

**RSP: S\$ 248**

**Availability: Now**

**Warranty: 1 year carry-in**



- **Type:** HandHeld
- **Keyboard:** QWERTY style keyboard and dedicated functions for easier input with 384 symbols, including common electrical/datacom symbols
- **Display:** 15 characters x 3 Line Backlit Graphic LCD
- **Max Print Resolution:** 180dpi
- **Print Speeds:** Up to 20mm per second
- **Print Preview:** Yes
- **Tape Line:** HGe, TZe and HSe
- **Tape Sizes:** 3.5mm, 6mm, 9mm, 12mm and 18mm TZe or 5.8mm, 8.8mm, 11.7mm, 17.7mm HSe Tape
- **Tape Technology:** Thermal Transfer
- **Includes:** 9mm Black on Yellow Strong Adhesive laminated tape, 8m long, Lithium-ion battery, AC adapter, wrist strap and Tough Carrying Case
- **Dimensions:** 133 mm (W) x 220 mm (H) x 69 mm (D)
- **Weight:** 740 g

**Brother P-touch PT-E100VP**

**RSP: S\$ 128**

**Availability: Now**

**Warranty: 1 year carry-in**



- **Type:** Handheld
- **Keyboard:** ABCD style keyboard
- **Display:** 16 characters x 1 Line
- **Max Print Resolution:** 180dpi
- **Print Speeds:** Up to 20mm per second
- **Print Preview:** Yes
- **Tape Line:** HGe, TZe
- **Tape Sizes** 3.5mm, 6mm, 9mm and 12mm
- **Tape Technology:** Thermal Transfer
- **Includes:** 12mm Black on White Strong Adhesive laminated tape (8m long), AC adapter, Tough Carrying Case
- **Dimensions:** 110 mm (W) x 207 mm (H) x 59 mm (D)

	<ul style="list-style-type: none"> <li>• <b>Weight:</b> 390 g</li> </ul>
<p><b>Brother P-touch PT-P700</b> <b>RSP: S\$ 168</b> <b>Availability: Now</b> <b>Warranty: 1 year carry-in</b></p> 	<ul style="list-style-type: none"> <li>• <b>Type:</b> PC Connectable</li> <li>• <b>Max Print Resolution:</b> 180dpi</li> <li>• <b>Cutter Type:</b> Built-in cutter with auto-cut feature</li> <li>• <b>Print Speeds:</b> up to 30mm per second</li> <li>• <b>Tape Line:</b> TZe</li> <li>• <b>Tape Sizes</b> 3.5mm, 6mm, 9mm, 12mm, 18mm and 24mm</li> <li>• <b>Tape Technology:</b> Thermal Transfer</li> <li>• <b>Connectivity:</b> USB</li> <li>• <b>Includes:</b> 24mm Black on White laminated tape (4m long), AC Adapter, USB cable, P-touch Editor Lite (built-in) and P-touch Editor 5.1 (on disc)</li> <li>• <b>Dimensions:</b> 78 mm (W) x 143 mm (H) X 152 mm (D)</li> <li>• <b>Weight:</b> 710 g</li> </ul>
<p><b>Brother P-touch PT-3600</b> <b>RSP: S\$ 588</b> <b>Availability: Now</b> <b>Warranty: 1 year carry-in</b></p> 	<ul style="list-style-type: none"> <li>• <b>Type:</b> Standalone and PC Connectable</li> <li>• <b>Keyboard:</b> QWERTY style keyboard that includes 9 industry standard bar codes and 449 symbols</li> <li>• <b>Versatility:</b> Prints in 10 fonts, up to 16 lines, 18 styles and 24 different sizes</li> <li>• <b>Display:</b> 20 characters x 3 Lines</li> <li>• <b>Max Print Resolution:</b> 360dpi</li> <li>• <b>Cutter Type:</b> Built-in cutter with auto-cut feature</li> <li>• <b>Print Speeds:</b> up to 20mm per second</li> <li>• <b>Tape Line:</b> TZe, TZ</li> <li>• <b>Tape Sizes</b> 6mm, 9mm, 12mm, 18mm, 24mm and 36mm</li> <li>• <b>Tape Technology:</b> Thermal Transfer</li> <li>• <b>Connectivity:</b> USB</li> <li>• <b>Includes:</b> 24mm Black on White TZe laminated tape and 36mm Black on Yellow TZe laminated tape (8m length)</li> </ul>



	each), AC Adapter, USB Cable, P-touch Editor 5.1 (on disc) <ul style="list-style-type: none"><li>• <b>Dimensions:</b> 237 mm (W) x 104 mm(H) x 302 mm (D)</li><li>• <b>Weight:</b> 2 kg</li></ul>
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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 the ground level of Gateway East at Beach Road. Brother Customer Service Centre. Opening hours are from Mondays to Fridays, 9am to 7pm, and on Saturdays, from 9am to 3pm. Closed on Sunday and Public Holidays.

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#### 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. Across the region, Brother has subsidiaries in Thailand, Philippines, Malaysia, Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call 1800-BROTHER (1800 – 276 8437) or visit [www.brother.com.sg](http://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 and donated according to the total clicks.



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