

Brother Launches the Next Generation P-touch Wireless Industrial Handheld Labeller

The PT-E550WVP offers Wi-Fi® Connectivity for Wireless Data Transfer and Label Printing from Smart Devices while in the field

Singapore, 16 September 2014 – [Brother International Singapore](#), a leader in home and business IT peripherals that focuses on the “Customer First” approach, has announced the launch of the latest and most powerful member of Brother’s popular industrial handheld labelling family – the P-touch PT-E550WVP wireless industrial handheld labeller.



P-touch PT-E550WVP Wireless Industrial Handheld Labeller

The new full-featured labelling tool is Brother’s first industrial handheld product to feature Wi-Fi® connectivity to Windows®, iOS®, Mac® and Android™ devices - an enhancement designed to expand the contractor’s jobsite capabilities. With the PT-E550WVP, users can download and store custom label files and databases from tablets, smartphones or PCs to print full project labels or individual labels wirelessly on-site.

The PT-E550WVP prints labels of up to a 24mm width, including a heat shrink tubing, and an automatic dual-blade and half cutter for easy peel label strips. It was engineered from the ground-up to be a powerful alternative to sheet label systems and the labeling tool of choice for larger infrastructure installations.

“Our new PT-E550WVP industrial handheld labelling tool increases convenience and functionality at the job site,” says Mr Shinji Tada, Managing Director, ASEAN, Brother International Singapore. “Wireless connectivity makes the built-in templates, files and databases instantly available. With this feature, work crews can save time, improve accuracy and minimise keystrokes when creating clear, long-lasting labels for wires, cables, faceplates, patch cords and other components of an installation.”

Mr Tada added, “This model was specially designed by industry professionals to help datacom, telecom, audio visual, electrical and security professionals. It assists them when faced with stringent labelling standards and makes even working on the largest projects efficient.”

For contractors and installers who prefer to generate pre-printed labels for their projects, the wireless connectivity of the PT-E550WVP provides greater flexibility to handle changes on-site in real time. Changes can either be made directly to the database in the PT-E550WVP, or to the same database file via a computer, to be sent to a connected onsite device for immediate printing.

Additional features of the Brother P-touch PT-E550WVP include:

- Fast label printing speeds (up to 30mm per second) and automatic label cutting which boost speed and productivity
- Half-cut function, ideal for printing multiple labels at once
- Large, backlit LCD display offers at-a-glance view of label design settings, with preview and edits functions

- QWERTY keyboard, adjustable font sizes, built-in label application keys and label design software and templates generate labels easily and intuitively
- Fast, snap-in cartridges and ability to accept wide variety of tape colors, sizes and adhesive types, speeds up labeling and productivity

Package includes, PT-E550WVP labeller, 24mm Black on Yellow Strong Adhesive tape cassette (8m), 12mm Black on White Flexible ID tape cassette (8m), Li-ion rechargeable battery, AC adapter, P-touch Editor Label design software and printer driver, CD-ROM, USB cable, wrist strap and user guide.

Pricing, Availability, Warranty and Support

The new PT-E550WVP labeller is priced competitively and is covered by Brother's trusted service and warranty. It is available from authorised dealers from **16 September 2014** at a suggested retail price of **S\$438**.

All prices are inclusive of the prevailing taxes and include a one year carry-in warranty. Labellers can be purchased through Brother International Singapore's authorised resellers and superstores 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 9.00am to 7.00pm, and on Saturdays, from 9.00am to 3.00pm. For more information about Brother, visit <http://www.brother.com.sg>

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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. For more information on Brother International Singapore and its products, please call +65 1800-276 8437 or visit www.brother.com.sg. Brother will always be “At your side” now and into the future.

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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.

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