

Brother Unveils Special Edition Hello Kitty Electronic Labeller

Exclusive Electronic labeller combines creativity and technology

Singapore, 30 June 2015 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the “Customer First” approach, has introduced PT-D200KT, an all new standalone electronic labeller from Brother P-touch series. Specially designed for hobbyists and enthusiasts of artisanal handicraft, this electronic labeller allows users the flexibility to make labels in accordance to their preferences; adding a delightful touch of Hello Kitty to their label designs.

Fans of Hello Kitty can look forward to an extensive range of built-in Hello Kitty frames designs and symbols. With over 20 frames and 30 symbols of Hello Kitty designs to choose from, users can enjoy a wide selection in making aesthetically pleasing labels.

Built with the latest TZe print engine, PT-D200KT boasts an impressive print speed of 20mm per second. With its fast print speed coupled with the short time required for designing labels, PT-D200KT is a desirable asset for fuss-free usage. Labels can now be created quickly on demand within a short span of time.

Apart from the collection of Hello Kitty interface in PT-D200KT, users may also design their labels on Brother TZe laminated tape, with a Hello Kitty watermark background. PT-D200KT comes with a default TZe-HW31 laminated starter tape cartridge of 4 metres tape length, pre-designed with Hello Kitty symbols and black ink ribbon.

“At Brother, we believe and adopt a ‘Customer-First’ approach. With a state-of-the-art printing technology, the PT-D200KT will deliver superior value to its users by allowing quick creation of high quality labels easily,” says Mr. Shinji Tada, Managing Director, ASEAN, at Brother International Singapore. “What’s more, it allows hobbyists and handicraft enthusiasts to add creative flair to their labelling needs with unique Hello Kitty design.

PT-D200KT



- Prints up to 12 mm wide TZe laminated tapes
- Prints up to 2 lines
- Fast print speed of 20mm per sec
- Built in with 97 frames
(Inclusive of 22 Hello Kitty frames)
- Built in with 651 symbols
(Inclusive of 34 Hello Kitty symbols)
- Operates with 6x AAA batteries (not included)
- Dimensions (mm): 165 x 155 x 68mm

TZe-HW31

**Printed sample label of TZe-HW31,
12mm Black on Hello Kitty Laminated Tape**



Brother's new PT-D200KT and TZe-HW31 tape cartridge will be available from 30 June 2015 at S\$88 and S\$27.50 respectively.

PT-D200KT electronic labeller 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 6.00pm, and on Saturdays, from 9.00am to 1.00pm. Closed on Sunday and Public Holidays.

For more information, please visit 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.

Media contacts

Deborah Giam
Account Manager
The Hoffman Agency
T: +65 6361-0250
E: brotherSG@hoffman.com

Zerlinda Chong
Head of Marketing
Brother International Singapore Pte Ltd
T: +65 6317-0566
E: zerlinda.chong@brother.com.sg