

## Brother unveils the PT-D400, an all-new, standalone labeller for home and business applications

Singapore, 16 September 2014 – [Brother International Singapore](#), a leader in home and business IT peripherals that focuses on the “Customer First” approach, has introduced the PT-D400, an all-new standalone labeller from Brother’s P-touch range. This labeller is specially designed for homes and businesses, where users have the flexibility to design multi-purpose labels for every occasion.

With an extensive range of unique border designs and symbols, 99 different frames and with more than 600 symbols, users are able to customise labels.

Built with the latest TZe laminated print engine, the PT-D400 prints twice as fast as its predecessor at 20mm per second. Its impressive speed, user friendliness and professional design capabilities makes the PT-D400 perfect for homes and businesses.

For users who prefer printing labels without any hassle of label design creation from scratch, the PT-D400 includes pre-loaded *Sample Labels*, a range of pre-designed, ready-to-print labels. The PT-D400 is designed for speed and convenience, while delivering high quality, durable labels.

“We have always strived to provide Brother users with convenience, efficiency and quality,” says Mr Shinji Tada, Managing Director, ASEAN, Brother International Singapore. “With the launch of the new PT-D400 labeller as part of our P-touch range, we are keeping to that vision, giving users increased flexibility and room for creativity, while not compromising the quality that Brother is known for.”

## Comparison chart between PT-D400 and PT-2030 (predecessor model)

Model name		PT-2030	PT-D400
Design			
Firmware	Sample Labels	No	Yes
	Font	4	14
	Symbol	253	617
	Frame (Border design)	16	99
	Memory	9	50
Print Speed		10mm per second	20mm per second

### Pricing, Availability, Warranty and Support

The new PT-D400 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\$98**.

All prices are inclusive of the prevailing taxes and include a one year carry-in warranty. These 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](http://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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