

Brother's new Monochrome Laser Printers and Multi-Function Centres offer value and reliability for improved efficiency

New, high-performing printer series delivers a full range of networking and workgroup features targeting SOHOs and SMBs.



Singapore, 16 September 2014 – [Brother International Singapore](http://www.brother.com.sg), a leader in home and business IT peripherals that focuses on the “Customer First” approach, debuts a series of two new Mono Laser Printers and four Multi-Function Centres (MFCs) which come with enhanced features to increase efficiency and affordability.

The series consists of the **HL-L2360DN** and **HL-L2365DW** printers, as well as **DCP-L2540DW** (without fax function), **MFC-L2700D**, **MFC-L2700DW** and **MFC-L2740DW** MFCs. Designed to meet the needs of small and home offices (SOHOs) and small businesses (SMBs), the series is compact enough for any business environment, yet provides a full range of networking and workgroup features.

“We constantly strive to offer our customers quality printing while keeping costs low,” states Mr Shinji Tada, Managing Director, ASEAN, Brother International Singapore. “To provide Brother users with greater value, reliability and convenience, every

printer and MFC from this new series has features that translate to generous savings.”

Value for money

The new machines are equipped with high-yield toner that prints 2,600 pages¹ and offer duplex printing. Helping Brother users save on printing and paper costs, the replacement toners also come in two choices: Standard (1,200 pages¹) or High-yield (2,600 pages¹) to better meet users’ printing needs.

Convenience of Connectivity and Increase in Productivity

All models come with either wireless or network connectivity for easy-to-manage printing. The Wi-Fi Direct wireless models² connect mobile devices directly to the machine for instant printing with the use of Brother’s [iPrint & Scan app](#), without the need to connect to a computer or wireless network.

The enhanced new machines print and copy faster at a speed of 30 pages per minute (ppm). The flagship MFC-L2740DW model is also able to scan, copy and fax both sides of a document automatically with its Dual Contact Image Sensor (CSI) Scanner, saving time, effort and printing costs.

Easy to Use

All models come with a one-line LCD screen. The flagship MFC-L2740DW model also features a large 2.7” colour LCD touchscreen with efficient shortcut functions that users will find easy to use. Another design feature is the Wi-Fi LED Button for wireless models. Conveniently located beside the control panel, it makes setting up the printer’s driver on computers a fast and easy process.

Environmentally Friendly

The new series of Mono Laser printers and Multi-function Centres comes with a new ‘Deep Sleep’ power saving mode, which activates when the machine is not in use. This consumes less energy, saves on electrical bills and is also more environmentally friendly.

¹ Declared yield value in accordance with ISO/IEC 19752

² Only available for flagship model MFC-L2740DW

For more information on Brother's earth-saving initiatives, please visit:

<http://www.brotherearth.com/en/ecoproduct/monochromelaser.html#anc01>

The new Monochrome Laser range comes with Low Energy Standby feature, with power consumption as low as 0.06 watt in Power Off mode (when the power is off but the machine remains plugged in).

For more information, please visit:

<http://www.brotherearth.com/en/story/standby.html>

Pricing, Availability, Warranty and Support

The new Mono Laser Printers and Multi-Function Centres are priced competitively and are covered by Brother's trusted service and warranty. They are available from authorised dealers at the following prices and availability dates.

<u>Model</u>	<u>Price (RSP)</u>	<u>Available Date</u>	<u>Warranty Coverage</u>
HL-L2360DN	S\$178	19 September 2014	3 years + 2 years limited (parts only) carry-in
HL-L2365DW	S\$208	19 September 2014	3 years + 2 years limited (parts only) carry-in
DCP-L2540DW	S\$248	19 September 2014	3 years on-site + 2 years limited (parts only) carry-in
MFC-L2700D	S\$268	19 September 2014	3 years on-site + 2 years limited (parts only) carry-in
MFC-L2700DW	S\$348	19 September 2014	3 years on-site + 2 years limited (parts only) carry-in
MFC-L2740DW	S\$448	End October 2014	3 years on-site + 2 years limited (parts only) carry-in

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 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>

ENDS

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.

NOTE: All brand and products names are trademarks or registered trademarks of their respective companies.



Working with you for a better environment
www.brotherearth.com

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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