



**Take Business Efficiency to the Next Level with Brother's
New High-Speed Colour Laser Series**

Addressing users' most pressing needs, the new printers and Multi-Function Centres take the fuss out of printing and scanning.



HL-L8250CDN



HL-L8350CDW



MFC-L8850CDW



MFC-L9550CDW

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, has introduced a series of new laser printers and Multi-Function Centres that increases

efficiency, lowers printing costs and provides a safe printing environment for confidential documents.

Consisting of two printers and two Multi-Function Centres, the new Business Colour Laser series can print as fast as 30 pages per minute (ppm) in both monochrome and colour¹.

Designed for maximum efficiency, the Brother **HL-L8250CDN**, **HL-L8350CDW**, **MFC-L8850CDW** and **MFC-L9550CDW** deliver a full range of networking and workgroup features expected by advanced users in today's dynamic office environments.

“Busy workgroups need a printer or a Multi-Function Centre that is reliable and works fast. Our new Business Colour Laser series does just that. The machines do not break the bank. They do not require constant attention which ensures that they're longer lasting and future-proof,” states Mr Shinji Tada, Managing Director, ASEAN, Brother International Singapore. “The machines have straightforward functions and are easily accessible from any device allowing users to manage the printers with ease. The range is perfect for small business and corporate workgroups who are looking for fuss-free machines.”

End the waiting game and customise tasks

All new models are able to produce business-ready printouts at a high speed of 30ppm for both monochrome and colour, while the HL-L8250CDN prints at 28ppm for monochrome and colour.

The two Multi-Function Centres in the new series also bring a unique scanning feature that reduces waiting time. Unlike other machines, Brother's one-pass scanning uses the Dual Contact Image Sensor (CIS) Scanner which only needs the original to be scanned once for a two-sided document, reducing scanning or copying time.

¹ *Applicable for all new models, except HL-L8250CDN and MFC-L8600CDW, which prints at 28ppm for both monochrome and colour.*

Brother also sought to create an intuitive interface by offering customers up to 4.85-inch of Touch Screen LCD panel. This makes faxing, copying, scanning and customisation of tasks more convenient. The feature also allows customers to connect, print and share their information easily.

Easier administration

The new Brother range allows easy administration for office tasks while ensuring security for confidential documents with NFC (Near Field Communication) technology built-in the machines. Staff can tap their contactless staff card to print or scan sensitive documents or perform other tasks that may require authentication using the feature.

Brother's Secure Function Lock feature also enables IT administrators to control the usage, by setting different print quotas for up to 100 users or groups. With a web-based panel accessible via a browser, the settings can be easily configured by an IT administrator.

The support of Active Directory in the new Brother Printers and Multi-Function Centres also allows administrator to quickly connect users already set up on an office network, instead of having to set up individual accounts on the printing devices.

Environmentally friendly

The new Business Colour laser series features Low Energy Standby, with 0.04 watt power consumption 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 Business Colour laser range is priced competitively and is covered by Brother's trusted service and warranty. They are available from authorised dealers from **16 September 2014** at the following prices.

<u>Model</u>	<u>Price (RSP)</u>	<u>Warranty</u>
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HL-L8250CDN	S\$748	3-years on-site
HL-L8350CDW	S\$848	3-years on-site
MFC-L8850CDW	S\$1,188	3-years on-site
MFC-L9550CDW	S\$1,388	3-years on-site

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.



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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