



## PRESS RELEASE

### **Brother Introduces Innovative New Holographic Security Label**

*Security sticker label will help identify genuine Brother Consumables at point of purchase*

**Singapore, 2 December 2013** – [Brother International Singapore](#), a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has introduced an innovative holographic security label\* that gives customers the ability to identify genuine Brother Consumables at the point of purchase - before they buy. The label is introduced for ink cartridges, toner cartridges and drum units for Brother Printers and Multi-Function Centres from 2nd December 2013.

Along with the continued, aggressive legal action against counterfeiters, the new security label is critical to Brother Group's active approach to combating the availability of inferior counterfeit Brother Consumables.

Until now, there was no practical method for customers to distinguish between high-quality, genuine Brother Consumables and inferior, trademark-infringing counterfeits prior to their purchase. Consequently, some customers may have experienced poor product performance or outright product failure, likely caused by the counterfeit consumables they unwittingly bought.

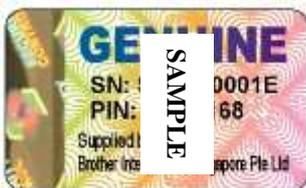
In an effort to limit consumer exposure to low-quality counterfeit products, Brother has adopted a revolutionary holographic security label, developed by E.I. du Pont de Nemours & Company Inc., (Wilmington DE, USA, CEO: Ellen J. Kullman), as well as an all-new online authentication system.

Each security label has two holograms that provide definitive visual authentication, and the online authentication system allows users to verify the authenticity of the product in hand by scanning a Data Matrix code with a smartphone or entering the unique product identification

number at [www.brother.com/id/](http://www.brother.com/id/). The online authentication system features the additional functionality of empowering consumers to report suspicious or counterfeit products directly to Brother Group, resulting in quick action to eliminate counterfeit products from the market.

Brother is pleased to leverage this authentication technology to instill customers with confidence that they are purchasing high-quality, reliable, genuine Brother Consumables. Customers gain true peace of mind from immediate, on-site authentication, while Brother gains the ability to move swiftly to address suspected cases of counterfeit sales and distribution\*.

\* Currently, all Brother Consumables in Singapore have a local holographic security sticker (as seen in Picture 1)



Picture 1

Starting from 2nd December 2013, consumers should look out for the NEW holographic sticker instead (as seen in Picture 2).



Picture 2

Please note that as Brother is launching the NEW sticker (Picture 2) in phases, not all consumables will have this new sticker on 2nd December.

\*Applies in countries except Japan

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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 6538 3998 or visit [www.brother.com.sg](http://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](http://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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## Media contacts

### **Samson Lam**

The Hoffman Agency  
Phone: (65) 6361-0250  
Mobile: (65) 9767-7095  
Email: [slam@hoffman.com](mailto:slam@hoffman.com)

### **Zerlinda Chong**

Brother International Singapore Pte Ltd  
Phone: (65) 6317 6566  
Email: [zerlinda.chong@brother.com.sg](mailto:zerlinda.chong@brother.com.sg)