

**Press release**

**Brother toasts to its success in reaching customers in all 76 provinces nationwide**

*Underlining its continued mission to provide the best service that is “prompt, proper, and hi-tech”*

**Prachuabkhirikan: 19 February 2010** – Brother Commercial (Thailand) Ltd. announces its accomplishment in setting service centers in all 76 provinces nationwide. Echoing “**Brother Care At Your Side**”, the company’s key philosophy, the company has established four regional offices and 147 authorized service centers staffed with technical experts to serve excellent after-sale services, prompt maintenance, and more convenience enabled by high technology.

The printer market has gained a continuous growth due to the increase in demand. Whether it is for enterprise or household customers, the after-sale service is a prominent influence on purchase decision process in addition to technological features and functions that match customer’s needs. To provide superb services is another priority that Brother focuses on together with continuous product development. This key value is what differentiates Brother from competitors, apart from outstanding technology and product performance offered.

“Customer’s satisfaction is Brother’s number one priority. As after-sale service is essential to business’s success, today we have succeed in our efforts to expand service outreach, covering all 76 provinces nationwide. This expansion has marked Brother as the first and the only printer provider in the current market that has complete service coverage, highlighting our care to customers. With high-technology facility and readiness to serve customers wherever and whenever, our technical specialists and experienced staff look forward to being of service. We are proud to announce that as of today we are the printer provider that has the biggest product lines. Whatever it is laser printer, laser multi-function printer, inkjet multi-function printer, Color LED printer and multi-function printer, or P-Touch label printer



is of a customer choice, he or she can be confident that Brother would provide satisfying service with care”, said **Mr. Takao Shima, Managing Director of Brother Commercial (Thailand) Ltd.**

**Mr. Worrasak Praditkul, General Manager, Customer Service Division of Brother commercial (Thailand) Ltd.** added further that “Our strategy is to build a service standard by pooling our strengths in logistic efficiency, especially on the aspect of readiness and promptness in delivering supplies to support fast service providing. We can offer 2-day service guarantee, which is the fastest repairing term in the market. Moreover, we integrate technology in managing service centers nationwide for the best turnaround and service quality we can offer to our consumers. For example, we have constructed a web-based technology, Brother’s Service Information System, to directly connect all service centers’ data, enabling our team to oversee the demand for printer supplies, manage operation and logistics efficiency, and analyze business circle with more precision.”

“On the maintenance services via service centers, we build a strategic knowledge management to the operation. Brother has technical experts on different arrays of skills to train staff on technical tasks and new technologies, keeping our team in the same pace with global technology movement. In addition, we develop our team on client servicing to create good impression to customers. In the case a service centre is fully engaged when another customer is in need of our services, we have technical support engineers to provide long-distance support on webcam and high-speed internet for faster solution. Anyone with printer problems can call Brother Contact Center to get further information on products and technical issues. With a more complicated matter, we can provide clients a remote support where clients can have online services while at home or office. Brother’s experts would ask for permission to client’s computer remote access to examine problems and suggest appropriate repair, reducing cost to client to deliver the printer to the center. To highlight the best of Brother’s services, we offer on-site service for enterprise users in need of high resilience.”

At present, Brother holds four regional head offices in Bangkok for the central region, in Chiang Mai for the northern Region, in Khon Khaen for the northeastern region, and in Rayong for the eastern region and 147 service centers branching in all 76 provinces nationwide. Combining with remote-support service, Brother is indeed a brand that is always “At Your Side”.



### **About Brother Commercial (Thailand) Ltd.**

Brother is a leader in the development and manufacturing printing technologies, which encompass digital imaging for homes, small and medium enterprises, and large organisations that demand solutions that empowers businesses and individuals to communicate ideas. As a world-wide trusted brand that believes in the 'Customers Come First' principle, Brother is able to meet every customer's need by offering high-quality printing products such as office supplies, IT devices, label printers etc. With 142 service centres nationwide, superb specialists and warranty, consumers can always place their confidence in the brand.