



NZ Media Release

11 September 2017

Brother doubles up on major global award in 2017

Brother has won the **Buyer's Laboratory (BLI) Buyers Lab Pick of 2017 Award** for Outstanding Colour Printer for businesses, adding to its earlier **BLI Line of the Year for 2017 Award** for its range of mono laser and multifunction centres (MFCs). The awards are based on rigorous evaluation by BLI as the world's leading independent provider of unbiased analytical information and services to the document imaging industry.

Business decision makers around the globe rely on BLI to help them differentiate products' strengths and weaknesses and make the best purchasing decisions. The BLI Awards are unique in that they ensure each product has undergone exhaustive lab testing by BLI experienced analysts and technicians, to be able to recognise products with outstanding performance.

"The award winning Brother colour laser (HLL9310CDW) is an ideal choice for business," said Marlene Orr, Director of Printer/MFP Analysis for Keypoint Intelligence – Buyers Lab. "In addition to robust features and functionality, and impressive image quality, especially in colour mode, it offers a low total cost of ownership."

Support for mobile printing – such as Apple AirPrint, Google Cloud Print, Brother iPrint & Scan and NFC (near field communication) technology – means that workers can quickly print and scan or digitise documents directly from their mobile devices, saving them time. And Brother Web Connect enables documents to be printed directly from the Cloud with no PC needed, saving time and increasing productivity.

Responding to the award, Matthew Stroud, Chief Operating Officer and Director, Brother International (NZ) Limited, said the BLI Awards are an exceptional accolade in the industry.

"This is an exceptional validation of Brother's pre-eminent status as the leading provider of business printers," said Stroud. "This BLI Award validates our focus on providing New

Zealand businesses with a range of printers and MFCs that offer a low total cost of ownership, high performance to meet business' high demands, and our hallmark of being at the side of New Zealand businesses, with our industry leading initiatives.”

The Brother HLL9310CDW colour printer is now available as part of Brother Managed Print Services (MPS) offering for the business market. To find out more, please contact Jared Quarterman, Brother SMB Channel Manager at j.quarterman@brother.co.nz

Ends

Prepared on behalf of Brother International (NZ) by Goode PR, Auckland. For further information, imagery or review opportunities please contact Vikki Lee Goode (vikkilee@goodepr.co.nz) on (09) 480 9948.

About Brother NZ

For over 50 years, Brother has offered Kiwis a range of innovative products for business and home, including print and imaging equipment and labelling hardware. It services the retail, corporate and business-to-business markets and offers an array of services.

Brother combines excellence in technology and innovation with exceptional customer service and genuine care for the environment. Rated as the number 1 print brand for service and support*, Brother paves the way with its 7-day Kiwi-operated helpdesk and 4-year onsite warranty commitment.

www.brother.co.nz

www.brotherisg.co.nz

0800 329 111

About Buyers Laboratory (BLI)(a Division of Keypoint Intelligence LLC)

As the leading provider of intelligence on the document imaging and software solutions industry, BLI has been putting products to the test for more than 50 years. The BLI Pick Awards, presented twice annually, acknowledge the hardware and software offerings that measure up as the best in their respective categories throughout rigorous lab testing. Unique in the industry, the comprehensive tests assess a wide range of the most important features and performance factors for buyers.

*According to GFK Research 2011 – 2014 & Perceptive Research 2015 – 2016.