



Press Release

24 July 2017

Brother launches the world's first thermal label printers that print in two colours

In a world first, Brother now offers thermal label printers that print in two colours. The new Brother business label printers create labels in both red and black, giving users unprecedented flexibility and creative possibilities.

The two new Brother machines use DK22251 tape, a new type of heat-sensitive thermal paper. Advanced electronics and software ensure that the print head can print in both black and red, without using ink or toner.

Apart from the unique ability to print in two colours, these Brother label printers have the fastest print speeds in their class (up to 110 labels per minute for the top of the range model), delivering optimised productivity and efficient label printing. Both models offer a variety of connectivity options for easy operation. The top of the range model also features the option to operate in stand-alone mode, without being connected to a PC or power source. This is especially handy in retail and warehouse environments, as labels can be printed right where they are needed rather than being restricted by cables and power sources.

“Brother is one of the world’s leading suppliers of label solutions for business. Building on the success of our existing business series of label printers, the new range with its two-colour thermal print option once again affirms Brother’s position at the forefront of office printing technology,” said Matthew Stroud, Chief Operating Officer and Director at Brother International (NZ) Limited.

Applications only limited by imagination

Label printers are indispensable in many businesses, because they make it so easy to mark and identify all kinds of items. With the unique black and/or red printing feature, the new business label printers open up new possibilities for label design and impact.

In the office, using two colours makes it easier to identify confidential documents, highlight important files and design clear warning signs in red on doors, office machines or cabinets. Using the ability to print parts of the label in red allows businesses to save cost and hassle by combining warnings and fragile stickers into the label design. And in warehouses, the black and red labels can mark packages and boxes to be handled with special care, or to differentiate information on shipping labels. Retail outlets can use these printers to print food labels, pricing and barcode labels or promotional signage that use eye-catching design and colour to stand out in the cluttered retail environment.

Two models to choose from

The standard QL800 model offers USB connectivity, an integrated cutter and software for designing your own labels, making it easy to create bespoke labels for your business needs.

The top-end model features a large graphic LCD display, which makes it easy to operate the printer and design personal labels. It offers an extended range of connectivity options, including Bluetooth and wired network connectivity in addition to Wi-Fi, AirPrint and USB connections. Moreover, the Brother QL820NWB can work without being connected to a PC. This label printer can also run on an optional Li-ion battery, making it extremely mobile for printing labels in warehouses, shops or large offices, meeting the increasing demand for businesses to be mobile and flexible.

The QL820NWB picked up an award win from the NAOPA (North American Office Products Award) for "Best Product-Technology" this month; a testament to Brother's leading technology in business label printing.

All Brother label printers are backed by a 4-year warranty and Brother's 7-day New Zealand helpdesk.

The new business label printer range is now available at Brother authorised retailers nationwide.

TWO-COLOUR LABEL PRINTER OVERVIEW

<p>QL820NWB RRP \$279.95</p> 	<ul style="list-style-type: none">• Print labels with both black and red print• Fast print speed – about 110 labels per minute• Advanced label design software for PC/Mac (P-touch Editor)• USB, Wi-Fi with AirPrint, Wired Ethernet and Bluetooth connectivity for easy connection to iOS/Android/Windows devices• Stand-alone printing of labels stored in printer memory• LCD display• USB host• Optional Li-ion battery for printing away from power sources• Software Development Kits available for Microsoft Windows*, iOS and Android devices to add label printing to your own solutions.
<p>QL800 \$149.95</p> 	<ul style="list-style-type: none">• Print labels with both black and red print• Fast print speed – approx. 93 labels per minute• Advanced label design software for PC/Mac (P-touch Editor)• Built-in label design software for PC/Mac that requires no software or driver installation (P-touch Editor Lite)• USB connectivity.

* QL800 only supports Microsoft Windows SDK.

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