

A DECADE OF SUCCESS FOR BROTHER

For the tenth consecutive year, Brother has taken out top honours for the appearance, functionality and environmental performance of its printers, scanners and label makers. This international recognition comes from the *iF Design Awards* for 2017.

With over 5,000 entries received from 59 countries around the world, the *iF Design Awards* are hotly contested and highly regarded as the benchmark for superior form and function of various products. They are hosted and judged independently by the iF International Forum Design in Hanover, Germany and considered one of the world's most prestigious design competitions.

According to the *iF Design Award* judges, Brother's range of award-winning devices demonstrated exceptional design principles across product, communication, packaging, service, interior and exterior architecture and professional concept.

Matthew Stroud, Chief Operating Officer and Director at Brother International (NZ) Limited says, "we are extremely honoured to receive the *iF Design Award* for another year."

"To achieve such consistent recognition and award success across our business printers, scanners and label makers, is a great testament to the concerted effort Brother makes to achieve continuous improvements in design, quality and product innovation. Our goal is to provide a great design and superior value to our customers. The *iF Design Award* wins are testament to the fact that we are delivering that."

Last month, Brother received more global accolades from Buyers Laboratory (BLI). They were awarded Line of the Year for Brother monochrome and multifunction centres (MFC). Exhaustive independent lab testing by Buyers Laboratory revealed eleven Brother printers' were the most complete and best-performing on the market.

ENDS

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

About iF Design Award

iF Design Award has been running since 1953 and is one of the most prestigious international design competitions. The award is hosted and judged by the iF International Forum Design in Hannover, Germany. It is recognised around the world and judged not only on external appearance of the product, but also on criteria such a functionality and environmental performance.

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, sewing machines 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-days-a-week Kiwi-operated helpdesk and 4-year onsite warranty commitment and free recycling of hardware and consumables.

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EDITOR'S NOTES

The 2017 iF Design Award devices included the HLL5200DW, HLL6400DW, MFCL6900DW, ADS3600W, PTP950NW, PTP300BT, PJ773.



Monochrome Laser / All-In-One Printer
HLL5200DW



Monochrome Laser / All-In-One Printer
HLL6400DW / MFCL6900DW



Scanner
ADS3600W



Label Printer
PTP950NW



Label Writer
PTP300BT



Mobile Printer
PJ773