



Media Release

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Brother's rating as 'Business Choice' for printers leaps ahead as they pick up further PCMag 'Readers' Choice' and 'Business Choice' awards

For the ninth consecutive year, Brother printers' have come out on top in receiving the 'Readers' Choice Award' for best printers, and for the fifth year in a row, PCMag's 'Business Choice Award'.

The PCMag Readers' Choice Awards are based on overall customer satisfaction and printer attributes including set up, reliability, printing quality, technical support, repairs and the cost of consumables.

Brother continues to be recognised by consumers as 'the best in overall satisfaction', receiving top scores for satisfaction in several other categories including 'ease of set up', 'satisfaction with reliability' and 'document output quality'.

As a 'Business Choice' for printers, Brother printers earned the most accolades in all measurable categories and was seen to really set itself apart from the rest this year as a choice for business.

Matthew Stroud, Chief Operating Officer and Director at Brother International (NZ) Limited says "this consistent recognition supports that we are truly at the side of our customers. Being a clear winner for the Business Choice Award is testament to our focus on developing products that support our business customers. Buying a Brother machine doesn't just stop there. We walk out the door with you, offering extensive service and support."

Stroud adds that as the number one print brand for service and support in New Zealandⁱ, Brother is in a unique position to understand the individual needs of businesses.

"We know how to make printing easy and create tailored solutions that enable businesses to focus on what they do best. Our managed print offering provides businesses with 'print as a service', where we manage their entire fleet. This can include hardware, automatic toner

replenishment, proactive maintenance and full service and support – they don't have to think about it and can focus on their day-to-day operations.”

Brother also has a 7-day Kiwi helpdesk available whenever customers require support, plus all machines that use genuine Brother consumables benefit from an unrivalled 4-year onsite warranty.

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About the PCMag Readers' Choice Awards

The PCMag Readers' Choice winners are determined by an email survey of PCMag community members that subscribe to the Readers' Choice Survey mailing list. This year's survey was conducted between June 26, 2017 and July 17, 2017. Respondents were asked to rate their printer using multiple questions about their overall satisfaction with the solution, as well as experiences with technical support within the past 12 months.

Brother PCMag awards

Brother - PCMag.com Readers' Choice Award Winner for Printers (9 years in a row)
Brother - PCMag.com Business Choice Award Winner for Printers (5 years in a row)
Brother - #1 in Reliability for Printers (both awards)
Brother - #1 in Overall Satisfaction for Printers (both awards)

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.

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ⁱ GFK research 2011 to 2014 and Perceptive Research 2015