



MEDIA RELEASE

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BROTHER AWARDED TOP BRAND IN PRINTER CATEGORY BY CONSUMER NZ

Brother International (NZ) Limited has been awarded the coveted Consumer NZ Top Brand in the printer category.

This achievement recognises Brother's unrivalled offering, with the Top Brand achievement awarded to brands that stand out as the best in market and perform strongly across an entire product category. Consumer NZ's Top Brand programme was established to recognise excellence and to provide consumers with 'at a glance' information about outstanding products and services.¹

General Manager of Business at Consumer NZ, Derek Bonnar said, "Brother was a standout performer in the printer category, and we congratulate Brother on an outstanding result in taking out the 2018 Consumer NZ Top Brand award for Printers."

For the printer category that Brother won, judging was calculated from the latest results of all printer tests conducted by Consumer NZ (50% weighting of overall score), as well as data on consumer satisfaction (25% weighting of overall score) and reliability (25% weighting of overall score), which was collected from annual surveys.

"We are immensely proud of being named as the sole winner for the printer category in the *Consumer NZ Top Brand Awards*," Executive Chairman of Brother International (NZ) Limited, Graham Walshe said. "To achieve such an award is a testament to Brother's longstanding commitment to NZ consumers in providing both market-leading print products and unrivalled local service and support."

Brother has been named the number one New Zealand print brand for service and support². In 2018, Brother extended their local NZ helpdesk to operate 24/7, 365 days a year—becoming the first, and only, New Zealand print brand to offer this 'always on' service to all home and business customers. The 24/7 NZ Helpdesk added to their already extensive service offering, which includes an industry-leading 4 year on-site warranty commitment when using genuine consumables and a comprehensive, free nationwide recycling for all printers, inks, toners and drums for both home and business customers.

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¹ <https://www.consumer.org.nz/topics/about-top-brand>

² According to Perceptive research 2018

For all media enquiries and images please contact [thrive pr + communications](#)

Emily O'Halloran, Account Executive

M: +64 (0)21 664 406

E: emily.ohalloran@thrivepr.co.nz

Notes to the Editor:

About [Brother International \(NZ\) Limited](#)

For over 60 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 one print brand for service and support², Brother paves the way with its 24/7 NZ helpdesk and 4 year on-site warranty commitment.

² According to Perceptive research 2018

www.brother.co.nz

0800 329 111

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