

BROTHER'S NEW 1000 SERIES MONO LASER PRINTER RANGE

COMPACT, AFFORDABLE, RELIABLE...**AND NOW WIRELESS**



A black and white advertisement featuring a Brother 1000 Series Mono Laser Printer and a classic desk lamp. The printer is white with a black top cover and a paper tray. A document is being printed, showing a logo and some text. The desk lamp is black with a flexible arm and a conical shade. The background is a dark gradient.

THE ANSWER IN
BLACK brother **AND WHITE**
SIMPLE, AFFORDABLE, RELIABLE, COMPACT, POWERFUL
BROTHER'S NEW WIRELESS MONO LASER PRINTERS
MADE BY THE #1 MONO LASER PRINTER BRAND*
SMALL, BUT POWERFUL PRINTERS FOR HOME AND OFFICE
THE NEW BROTHER MONO LASER PRINTER RANGE



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IN BLACK AND WHITE

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Introduction

Simplicity

IN BLACK AND WHITE

We've incorporated our famous reliability and innovative technology to expand our 1000 range of smart, affordable and now wireless single function and all-in-one mono laser printers.

And with our stylish, compact designs, they're perfect for the home or home office, which demand feature-rich machines with space-saving convenience.

The wireless printer market is growing

41%* year on year



*Context data, 0-20ppm speed category Jan-Jun 14

Positioning of the new range

Prints better

IN BLACK AND WHITE

Targeted at the home/home office market, our new entry-level wireless mono range means your customers can enjoy a more productive, hassle-free print solution.

Why? As the #1 mono laser printer brand*, we know a thing or two about what works, what you and your customers want and how to deliver. So our printers aren't just fast, they incorporate anti-jam technology, so they stay fast.

We use 150 page paper trays and cost effective toner cartridges, meaning less paper reloads and cartridge switches. Which means users can utilise their time more efficiently, instead of spending time loading paper or supplies.

Looks good

IN BLACK AND WHITE

As well as being perfectly practical, and delivering professional quality mono printing, our mono laser range looks good too. Models feature a tough, sleek and compact design making them a perfectly stylish and space saving addition to the home or home office printing setup.

Keeps going

IN BLACK AND WHITE

We've brought our proven reliability and know-how to the entry-level range, giving home or home office users a hassle-free experience.

Positioning of the new range

Connectivity

IN BLACK AND WHITE

72% OF PEOPLE IN THE UK NOW OWN A SMARTPHONE*

To help you make the most of this growing demand, we've put smartphone and tablet connectivity at the core of all our new wireless devices.

This allows you to offer more ways to connect across more platforms

Print from and scan to Apple IOS, Android and Windows® devices using Brother's very own free and easy to use app, iPrint&Scan which now prints 10 million pages per month worldwide.

*Source. Deloitte May 2014

Professional quality

IN BLACK AND WHITE

To lead the field, you have to know how to consistently deliver the very best quality. At Brother, we understand what it takes to create crisp, reliable mono print time after time.

In fact, we have such a well-deserved reputation for reliability and performance that our customers gave us an average...

4.5 OUT OF 5 STAR RATING



while **96% of reviewers** said they **would recommend us** to others*

*Source: Online bazaarvoice approved ratings May 2011–July 2014.

Positioning of whole mono category

The full line up

IN BLACK AND WHITE

How the entry-level range compares to the rest of Brother's mono category.

1000 SERIES

1 user

up to 250 pages per month



HOME USERS

Very low volume printing
Purchase price important
Fast mono printing
Accurate printing
Small footprint

L2000 SERIES

Up to 5 users

up to 2,000 pages per month



SOHO

Low volume printing
2 sided printing
Purchase price main concern but also aware of running costs
Small footprint
Fast and accurate printing
Mobile tablet printing - BYOD

5000/ 8000 SERIES

Up to 10 users

up to 3,500 pages per month



SMB

Volume mono printing
Low running costs
Sharing between users
2 sided printing
Fast high quality printing
Mobile tablet printing - BYOD

6000/8000 SERIES

Up to 20 users

Up to 5000 pages per month



CORPORATE

High volume printing
Ultra low running costs
Gigabit networking
High speed printing
High quality output
Security/pull printing options
Mobile tablet printing - BYOD

HOME USERS

PRINT VOLUME

WORKGROUP

The improved 1000 mono laser series

The 1000 series

IN BLACK AND WHITE

All models in this range have up to 250 pages per month recommended duty cycle, making them ideal for the home and home office.

HL-1110/HL-1210W

PRINT

These single function printers combine superb value with a compact footprint and proven reliability you would expect from the number one brand in the mono laser market.*

Which means they can handle the demands of home and small office output. Thanks to 20ppm print speed, up to 600x600dpi resolution and full speed USB 2.0 interface and now with the HL-1210W customers have the added convenience of wireless connectivity and mobile tablet printing.



*Context Data Jan-June 2014

DCP-1510/DCP-1610W

PRINT | COPY | SCAN

These superb mono printers pack scanning and copying capabilities into a compact, space saving solution ideal for home use.

Simple to set up and use, these printers include a 150 sheet paper tray and use easy replacement 1,000 page toner cartridges to ensure users spend less time loading and more time printing. All this is combined with the proven reliability you would expect from the number one brand in mono laser print.* And why not give your customers the added freedom of wireless printing with the DCP-1610W where they can print and scan from their smartphone or tablet device?



MFC-1810/MFC-1910W

PRINT | COPY | SCAN | FAX

Top of our new mono range are the MFC-1810 and MFC-1910W, delivering impressive high speed, high quality print, fax, scanning and copying functions.

These have all the mono range innovations, including professional print quality, up to 20ppm high speed printing, and features such as the Automatic Document Feeder that makes multipage scanning, copying and faxing much more straightforward.

All this adds up to a competitively priced, compact all-in-one solution, ideal for home use. And with the MFC-1910W customers can print wirelessly, easily and conveniently.



*Context Data Jan-June 2014

Step up

The 1000 series

IN BLACK AND WHITE

Print only

3 in

HL-1110

PRINT

- Up to 20ppm print speed
- Up to 600 x 600dpi resolution (2400x600dpi with resolution control)
- Full-speed USB 2.0 interface
- 150 sheet paper tray
- Easy replacement 1,000 page cartridges
- 1MB of memory



HL-1210W

PRINT

Same as HL-1110 +

- Wireless

NEW



DCP-1510

PRINT | COPY | SCAN

- Hi-Speed USB 2.0 Interface
- 16MB memory
- 150 sheet paper tray
- Easy replacement 1,000 page cartridges
- Up to 20ppm print speed
- HQ1200 resolution (2,400 x 600dpi)
- Up to 600 x 1,200dpi scan resolution (optical)
- Scan to e-mail/image/file



one

4 in one

DCP-1610W
PRINT | COPY | SCAN

- Same as DCP-1510 +
- Wireless

NEW



MFC-1810
PRINT | COPY | SCAN | FAX

- Hi-Speed USB 2.0 interface
- 16MB memory
- 150 sheet paper tray
- Up to 10 sheet ADF
- Easy replacement 1,000 page cartridges
- Up to 20ppm print speed
- HQ1200 resolution
- Fax
- 14,400bps G3 Modem



MFC-1910W
PRINT | COPY | SCAN | FAX

- Same as MFC-1810 +
- Wireless

NEW



Target markets

Vertical markets

IN BLACK AND WHITE

STUDENTS

Ideal, affordable solution for students to print out assignments and dissertations with up to 1000 page toner cartridges, 100 sheet paper tray and fast 20ppm print speed.

FAMILIES

Essential, affordable and easy to use printer for the whole family. Print school work, letters and bills quickly and conveniently.

WORKING FROM HOME

Ideal for working from home, quickly and easily print professional quality emails, reports and other office documents from this compact and stylish machine.



Introduction to supplies

Meet the incompatibles

IN BLACK AND WHITE

When they've invested in a high quality Brother printer, your customers want to get the best results every time. That means using high quality Brother Original Supplies. Because when they don't, The Incompatibles not only run the risk of severely affecting the quality of your customers' prints, but can also cause lasting damage to their printer. They're right little monsters....

Meet the Blur

He smudges, smears and blurs everything he touches

The Fader

He gets rid of important information on printouts

The Mucky Pup

He leaves a murky mess wherever he goes

The Destructor

This clumsy old oaf breaks everything

Mr. Inconsistent

This slippery character delivers a print volume you can't rely on.



Introduction to supplies

Now meet the originals

SUPPLIES IN BLACK AND WHITE

The Brother Original supplies that work in perfect harmony with Brother printers. Manufactured to the highest possible standards, Brother Original Toner Supplies guarantee effortless performance, every time.

They've been precision engineered and rigorously tested for optimum print quality. Which is why, if you recommend them to your customers, they won't be troubled by any of those pesky little monsters

	Standard Yield	Drum
	TN-1050	DR-1050
	1,200 pages	10,000 pages
HL-1110	●	●
HL-1210W	●	●
DCP-1510	●	●
DCP-1610W	●	●
MFC-1810	●	●
MFC-1910W	●	●



Switch sell from other Brands

Switch sell

IN BLACK AND WHITE

If your customer asks for...



HP Laserjet
Pro P1102

Switch sell to Brother's HL-1110 which can offer the following additions:

Brother can also offer

- 2ppm faster print speeds



If your customer asks for...



HP Laserjet
Pro P1102W



M2022W

Switch sell to Brother's HL-1210W which can offer the following additions:

Brother can also offer

- 2ppm faster print speeds
- Wireless network
- Mobile/ tablet printing
- Smaller total footprint

Brother can also offer

- No1 Brand in Mono Laser



If your customer asks for...



HP M1132

Canon

MF3010

Switch sell to Brother's DCP-1510 which can offer the following additions:

Brother can also offer

- 2ppm faster print speeds
- Smaller total footprint
- No1 Brand in Mono Laser

Brother can also offer

- 2ppm faster print speeds
- No1 Brand in Mono Laser



If your customer asks for...



M2070W



HP M125NW

Switch sell to Brother's DCP-1610W which can offer the following additions:

Brother can also offer

- 2 line LCD
- No1 Brand in Mono Laser

Brother can also offer

- 2ppm faster print speeds
- Mobile/ tablet printing
- No1 Brand in Mono Laser



If your customer asks for...



HP M1212NF

Switch sell to Brother's MFC-1810 which can offer the following additions:

Brother can also offer

- 2ppm faster print speeds
- Smaller total footprint
- No1 Brand in Mono Laser



If your customer asks for...



M2070W



HP M1217NFW

Switch sell to Brother's MFC-1910W which can offer the following additions:

Brother can also offer

- No1 Brand in Mono Laser

Brother can also offer

- 2ppm faster print speeds
- Smaller total footprint
- No1 Brand in Mono Laser



All the info you need

IN BLACK AND WHITE

brother
at your side

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