



# Bigger Bolder Brother

## OEM announces enterprise product lineup

by: Brent Hoskins, Office Technology Magazine

Following on the heels of its Nov. 7-9 “Bigger Bolder Brother” dealer meeting in San Diego, California, on Nov. 16, representatives of Brother International met with industry analysts and editors in New York City, New York, to preview the company’s new line of color business, A4, all-in-one laser printers. Launched publicly on Nov. 28, the small-footprint but floor-standing models mark Brother’s entrance into the enterprise print environment. “This is an expansion of our lineup; we’re not replacing anything,” said Bob Burnett, director of B2B solutions deployment and planning, during the media event. “All of our current products stay in the line. This expands out and up.”

The expansion includes eight color models: the HL-L9410CDN and MFC-L9610CDN, available to all Brother-authorized partners; the HL-L9430CDN, HL-L9470CDN, MFC-L9630CDN and MFC-L9670CDN Brother Workhorse Series models for all Brother Gold authorized partners; and the HL-EX470W and MFC-EX670W Brother Workhorse models for select Brother Gold partners. The products will begin shipping in the first and second quarters of 2023.

Keith Kmetz, program vice president of imaging, printing and document solutions at IDC, was among the attendees at the media event. “As the print market continues to take shape in a post-COVID-19 world, the introduction of the new Brother enterprise color laser printer lineup smartly focuses on the key essentials required for business customers,” he said. “These business prerequisites include low acquisition and ownership costs; high-quality output; fast speeds; security; and several ease-of-use features that make the new Brother family of enterprise color laser printers an appealing choice.”

Burnett shared a few key reasons why the new models are seen as an appealing choice. “They offer our boldest color ever out of our laser machines,” he said. “We made an extreme effort, listening to customers; they wanted even better, brighter, bold color ... We feel that [the new models offer] extremely competitive color quality [compared to what is] out there today; in a lot of cases, it exceeds our competitors.”



Bob Burnett



Shelly Radler

In addition, the models are the fastest ever for Brother “on the color side, at [up to] 42 pages per minute; the entire enterprise family is at that speed,” Burnett continued. “It is also our lowest cost-per-copy ever. So, at a regular transactional price and [with] our Value Print Program pricing, it’s a significant reduction for our channel partners, making the machines very competitive.”

Burnett noted that the Value Print Program provides channel partners with a discount on supplies when the customer commits to using only Brother supplies for three years, which also provides a product warranty extension of up to three years. “This has been a tremendous sales tool for our channel partners selling to larger corporate customers because it gives them that extra value on the warranty and special pricing on supplies,” he said.

The changing workplace helped to drive the decision to expand the Brother product line, Burnett said. He cited today’s print volumes as one example of that change. “Print volumes are on the decline,” he said, emphasizing a key message to end users. “Do you always need that large A3 device in the environment? There’s absolutely a need for it. But do you [still] need 10 of them? Maybe you only need two?” [Fewer A3 devices can be] supplemented by A4 devices around the work environment, making that enterprise space more efficient, more secure and able to address the needs. It may be that they have way more capacity than what they need today. Our machines can address that need by still giving all the full-featured benefits of a larger device, but a small footprint; that A4 size.”

During the press event, the Brother representatives emphasized the need for increased security on imaging devices, due, in part, to the rise of the hybrid workforce. The new enterprise models are equipped with Brother Triple Layer Security features to help keep devices secure, protect documents in transit to and from print devices, and safeguard the network.

“Security is definitely something that we’ve been focused on,” said Shelly Radler, senior product marketing manager at Brother, in her presentation. “This is a key area that we wanted to bring to the next level ... We’re very happy to say that these products have been certified with Buyers Lab (BLI) Security Validation Testing, which helps to validate that they have the level of security required for their use in the enterprise space.” ■

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