



brother
at your side

A true way to keep the
cost of printing down:

**Brother
Genuine
Supplies**



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With Brother Genuine Supplies (inks, toners, drums and belt units) you get unrivalled print quality, superior reliability and reduced downtime and wastage. You can cut the cost of printing while still getting the truly professional finish your business deserves.



Harmful false economy

Trying to save money by purchasing non-genuine supplies can end up costing you much more in the long run.

By using non-genuine supplies, you could be putting your business at risk of:

- Inefficient operations
- Breach of data protection
- Health & safety dangers
- Loss of profit

Poor-quality prints reflect badly on your business and they harm efficiency too. Both time and money is wasted on reprinting. They might also lead to costly engineer visits, not to mention the possibility of having to replace your hardware fleet ruined by non-genuine supplies. The end result could be a harmful false economy.



Example of the damage non-genuine inks can cause Brother hardware

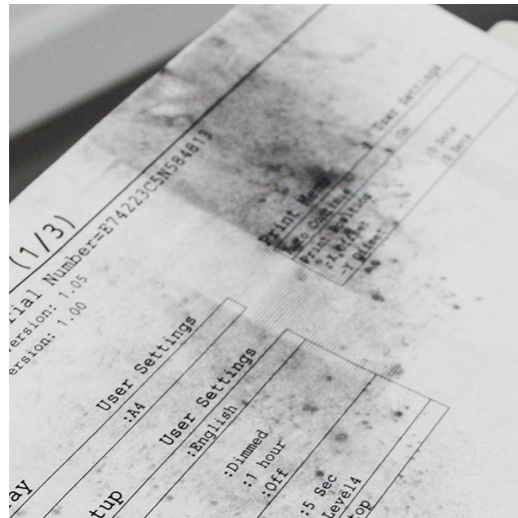
The hidden costs of poor quality prints

Non-genuine supplies have been responsible for poor-quality prints, whether it's streaks and lines or poorly matched colours. In independent testing one brand of non-genuine toners produced printouts that were judged to be poor quality 70% of the time.⁽¹⁾

Pantone colours act as a reference to ensure consistent printing of colours across different machines and toners. Some non-genuine toners showed double the colour variance from the original Pantone colour⁽²⁾ – this could affect important logos and trademark obligations.

Brother Genuine Supplies meet ISO 11798*, so you don't need to worry about the permanence of your prints after being exposed to water, light, handling, or storage.

Plus, all of our black toners are PIRA accredited** meaning important documents such as cheques and legal records are tamper-proof.



Example of excess black toner particles on a print out.



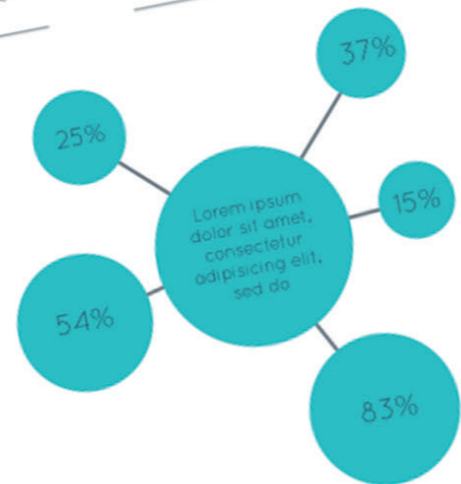
Top: Brother logo printed to correct pantone colour.
Bottom: Brother logo with colour variance.



Example of document printed with Brother Genuine Supplies that meets ISO 11798 and PIRA accreditation



*ISO 11798 covers the permanence and durability of the ink and toner on printed or copied documents.
** Smithers Pira carry out tests on non-impact printers with a view to establishing the quality of print adhesion to cheque paper.



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INDICATOR

99% of pages printed with Brother Genuine Supplies were judged to be the highest quality.⁽¹⁾

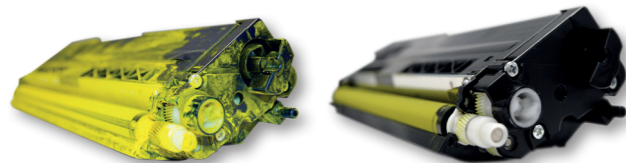
When printing with Brother Genuine Supplies you can be confident you'll always get great results that look professional and protect your company image.

If reliability is important, the only choice is Brother Genuine Supplies

Reliability is key when it comes to print supplies – the last thing any business needs is uncertainty. In independent testing, 1 in 4 non-genuine cartridges had leaked on delivery.⁽²⁾ Leaking can cause all sorts of faults, from bad print quality to ruined printer components.

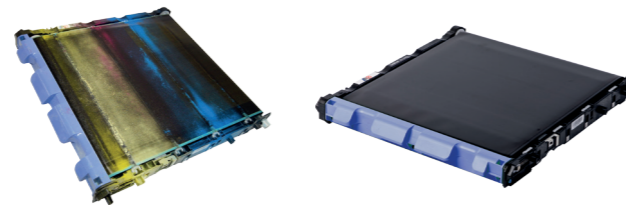


Example of leaking non-genuine ink cartridges vs. Brother Genuine ink cartridge.



Example of leaking non-genuine toner cartridge vs. Brother Genuine toner cartridge.

In independent testing, some non-genuine cartridges were shown to have as little as half the page yield of Brother Genuine cartridges.⁽¹⁾ This results in cartridges needing to be changed more often, creating more opportunities for things to go wrong.



Example of belt unit with non-genuine toner residue on vs. Brother Genuine belt unit.

In independent testing, not a single Brother cartridge was classified as low quality.⁽¹⁾

Plus, Brother cartridges have a page yield six times more consistent than non-genuine cartridges⁽¹⁾ – resulting in less downtime, less cartridge changes and less chance for things to go wrong.

For truly reliable print cartridges, research shows for Brother printers it is best to choose Brother Genuine Supplies

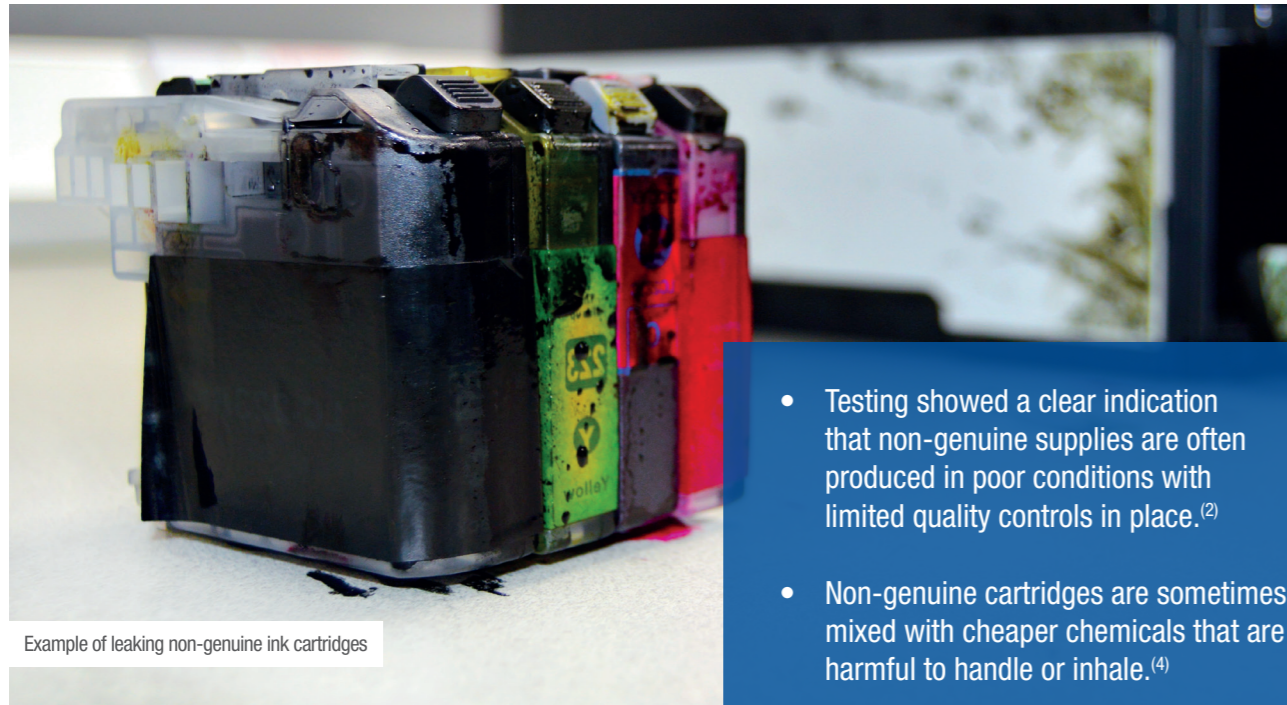


Example of Brother Genuine toner cartridge and drum unit.

Leaking cartridges can potentially expose you to harmful chemicals.

Why take the risk?

All toners contain toxic chemicals that can be harmful if not handled or stored correctly. The fact that, in independent testing, one in four non-genuine cartridges was found to be leaking on arrival should be a cause for concern for you and your staff.



Example of leaking non-genuine ink cartridges

- Testing showed a clear indication that non-genuine supplies are often produced in poor conditions with limited quality controls in place.⁽²⁾
- Non-genuine cartridges are sometimes mixed with cheaper chemicals that are harmful to handle or inhale.⁽⁴⁾
- There's more chance of you and your staff coming into contact with harmful chemicals when cartridges are leaking.



At Brother, we adhere to the highest industry and ethical standards in our award winning UK factory.⁽³⁾ All of our Brother Genuine Supplies are made in specially controlled clean environments, and all comply with RoHS directive.⁽⁵⁾ You can be confident your toners have been rigorously tested so you and your staff are protected from any potentially harmful chemicals.

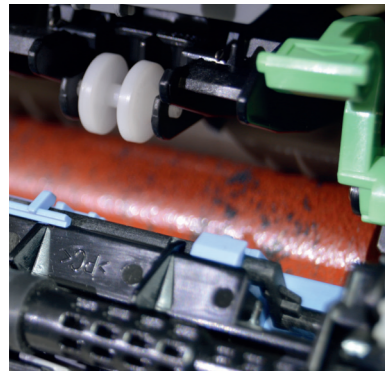


Brother Industries UK in Ruabon, Wales

⁽³⁾In 2015, Brother Industries UK won an award from Business in the Community for our dedication to putting circular economy principles at the heart of their operations and reducing the impact their global business has on the environment

Protect your investment with our precision-engineered toners

Refreshing your printer fleet is a huge investment. The last thing you want to do is damage it with inferior supplies. Non-genuine supplies can seriously impact your workflow. This can cause long periods of downtime due to the increased risk of damage and the increased number of toner changes.



Stickers and other debris from poorly-made non-genuine supplies can become lodged in printer parts, causing permanent damage.



Sensors can be covered in leaking ink, stopping the printer from recognising the cartridge, resulting in further downtime.



Damage caused by non-genuine supplies could void your warranty, leaving you with a big bill for a brand new printer.



Brother Genuine Supplies and hardware devices are designed, manufactured and tested in controlled environments by the same team of engineers.⁽⁵⁾ This provides you with the best possible results for your business and protection of your print investment.

Our contribution to your sustainability

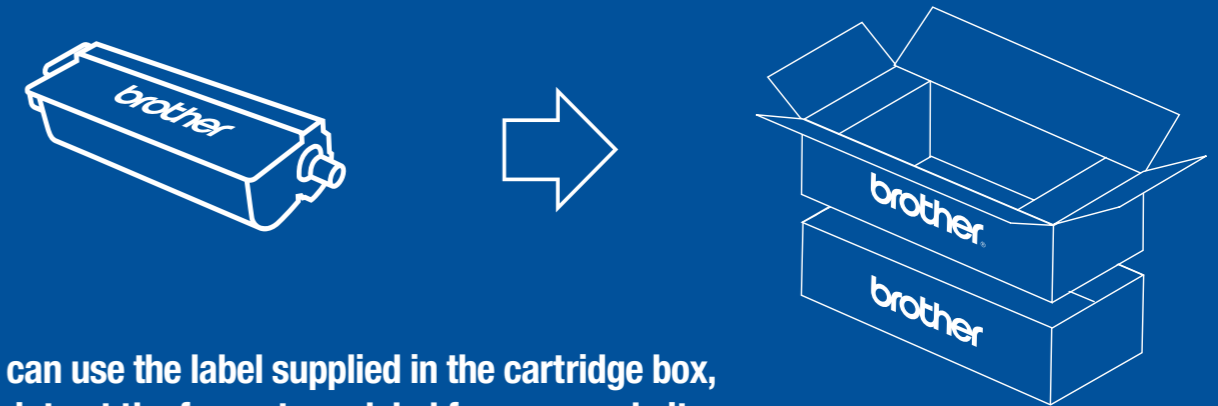
At Brother, we think about the entire life cycle of our products. As a result, all of our hardware and Genuine Supplies are built to have as little impact on the environment as possible, ensuring your business is environmentally friendly too. Plus we are fully accredited as a zero-waste-to-landfill facility.

When your toners come to the end of their life, we recycle them for free at our state-of-the-art recycling centres. You reach your sustainability targets and save money in the process.

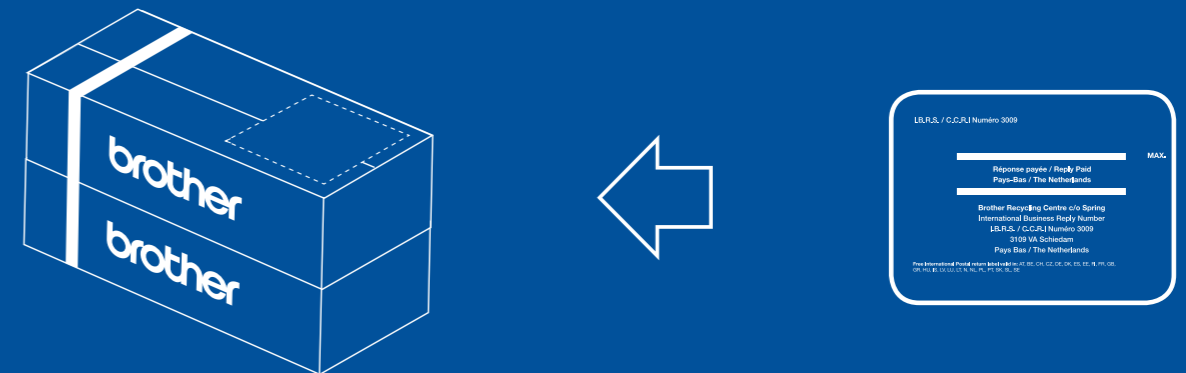
It's this dedication to the environment that helps Brother hardware meet the strict 'Blue Angel' environmental standard. It's only valid when combined with Brother Genuine Supplies. Using cheaper, non-genuine supplies can invalidate the Blue Angel status of your hardware – affecting your environmental policy too.



How to return your used Brother Genuine ink and toner cartridges



You can use the label supplied in the cartridge box, or print out the free returns label from our website. Then you simply post the empty toner cartridge to our state-of-the-art recycling centres.



www.brother.eu/collection



The choice is clear: Choose Brother Genuine Supplies

Once you see the true cost of non-genuine supplies, it's an easy decision to make. Brother Genuine Supplies give you precision-engineered print quality, while reducing downtime and protecting your staff and your business. Add to that Brother's unrivalled **'At Your Side'** support, and you have an unbeatable offering that will keep your business printing efficiently.

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All specifications correct at time of printing, August 2016.

1. QualityLogic Laser Toner Quality/Reliability/Yield Study 2011
2. Buyers Laboratory LLC (BLI) Brother OEM versus JET TEC Cartridges Report 2013
3. 2015 Best Business in the Community Award for putting the principles of Reducing, Reusing and Recycling at the heart of its operations
4. Based on results from Spectrometer testing
5. Brother International Ltd (BIL) Laser Supplies Report 2011