

**brother**  
at your side



**FREE  
3 YEAR  
WARRANTY**  
for a limited  
time only

## **NO MORE FIGHTING WITH THE PRINTER**












The new L8000 & L9000 series from Brother.  
Now the gloves are off in the colour laser market.





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# Introduction

## Seconds out...

Let's face it, everybody has bad days at work. When it feels like they're taking on the world. And losing.

The last thing people want on days like those is to go twelve rounds with the office printer as well.

So we've developed two new ranges of business colour laser products that are well and truly in their corner.

Packing a punch with advanced features like cloud and mobile connectivity. But still light on their feet with simple, straightforward controls.

That don't a need a whack to make them work or a punch before they start printing.

Which take on all comers for improved productivity, lightning fast print speeds, super-rich professional colour, low running costs and unmatched reliability.

**Leave your customers to concentrate on getting the job done with a printer that's less of a sparring partner. And more of a business partner.**



# Positioning of the new range

## From the undisputed number 1 in mono laser

### A new contender in business colour lasers

Brother is leading the way in the market at number one in mono laser print, A3 ink and all-in-one office technology.

Now, we've put all that insight and technical expertise into our breakthrough business colour laser printers and all-in-ones for 2014.

The new L8000 range, targeted at the SME market, is a feature packed replacement for our current 4000 & 9000 colour laser ranges. Plus we're introducing the L9000 range, a higher spec range of workgroup colour laser printers specifically targeted at the small corporate sector.

Fast. Flexible. Efficient. Printers your customers can depend on thanks to the proven technology and unmatched reliability we build into every product.

In other words, printers that are perfect for today's challenging work environment.

## In the perfectly reproduced blue corner...

### Professional business colour is the perfect way for your customers to make a more powerful impression.

With true to life colour quality and images that are crisp and clear down to the last detail, our new colour lasers help them produce reports, documents and presentations that are so hard hitting, they leave the competition on the canvas.

And by supporting the latest apps for staff to print and share using their own mobile phones and tablets, the L8000 & L9000 ensure they're ready to embrace the 'Bring Your Own Device' revolution in the workplace too.



## Crowd pleasing performers

**Brother laser printers have always been hugely popular with business users.**

In fact, 97%\* of our customers say they would recommend them to colleagues and other businesses.

And out of a maximum score of 5 stars, they give them an impressive average rating of 4.6\*

That says a lot for Brother's track record of reliability and performance. And even more about the prospects for our latest colour laser range.

\*Online Bazaarvoice approved ratings

**4.6 OUT  
OF 5  
STARS**



**97% CUSTOMER  
RECOMMENDATION**

# Positioning of the whole colour category

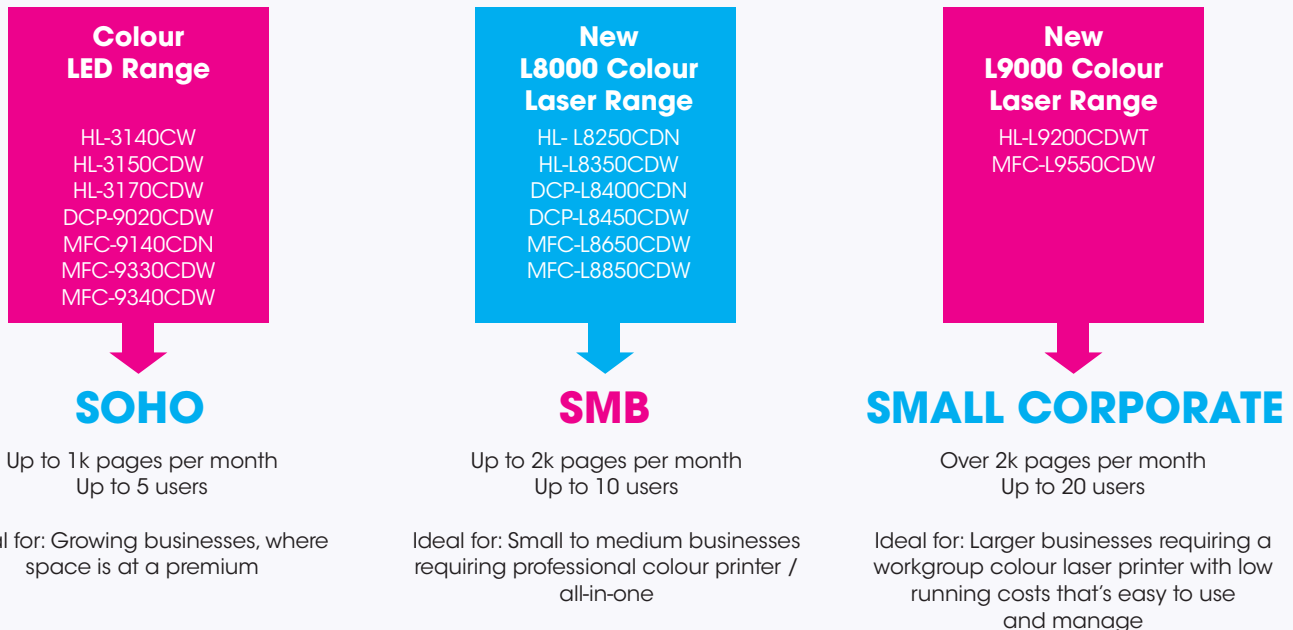
## The key markets for Brother Colour Laser

**The L8000 range, which replaces our popular 4000 laser printers and 9000 All in One colour laser models, is designed for the Small to Medium Business (SMB) market.**

Offering improved speed and connectivity – including scan and print compatibility with mobile devices, apps and Cloud based services – it further strengthens Brother’s popularity with customers who demand reliability, value for money and flawless colour quality for their business.

**The L9000 moves Brother up a division to take on those heavyweight business users in the Small Corporate market.**

With all the features they’re looking for to help their business stand out while reducing total print costs - and with suitability for workgroups of twenty or more printing up to 5000 pages per month - it means great opportunities for you to increase both your hardware and supplies revenue.





# The L8000 Colour Laser Series

## Productivity

- Best in class print speeds up to 30ppm, colour or mono, and first page out speeds of less than ten seconds to beat the count, every time.
- 300 sheet paper trays, with an optional 500 sheet additional tray, making a maximum capacity of 800 sheets between refills.
- High yield toners to bring overall operating costs down and reduce cartridge changes.
- Plus automatic 2-sided printing as standard and even 2-sided copy, scan and fax on certain All in One models.

## Cloud Services\*

- Quick, easy connectivity from the LCD touchscreen for printing from and scanning to cloud based services including Dropbox, Google Drive, Box and Evernote.
- Complete flexibility in digitising hardcopy documents and sharing them with other Cloud users or accessing and printing files stored in social media or virtual Cloud storage space



\*All-in-one devices only

### HL - L8250CDN

Print



### HL - L8350CDW

Print



### DCP - L8400CDN

Print / Copy / Scan





## Connectivity

Mobile phones, tablets and the rise in BYOD (Bring Your Own Device) are changing the way we all work.

The ability to print from a full range of devices is becoming more and more important, so we've made sure our latest colour lasers support the apps users need to print from Apple, Android, Windows Mobile and Blackberry smartphones and tablets, including:

- iPrint and scan
- Apple Airprint
- Google Cloudprint
- Cortado
- WiFi Direct



# MOBILE PRINTING BEST SPEEDS IN CLASS

### MFC - L8650CDW

Print / Copy / Scan / Fax



### DCP - L8450CDW

Print / Copy / Scan



### MFC - L8850CDW

Print / Copy / Scan / Fax



# L8000 Series step up and transition guide

The L8000 range is the perfect way for users of our 4000 & 9000 machines to move up to another level of performance and connectivity.

The information below shows just where and how we've improved our colour lasers and all-in-ones for SMBs alongside our existing equivalent models.

**So you can explain the benefits of making the change and the added value of stepping up the range, quickly, clearly and simply.**

## HL - L8250CDN

- Network & USB connectivity
- Print from mobiles/tablets
- 28ppm print speed
- 2-sided print
- 250 sheet tray + 50 sheet MP tray
- 128MB memory
- Standard and high yield toners
- PCL6 & BR Script 3 (works with legacy systems)



Replaces the  
HL - 4140CN and  
HL - 4150CDN

## HL - L8350CDW

Same as HL - L8250CDN +

- Wireless network connectivity
- Wi-Fi Direct
- 30ppm print speed
- Super high yield toners



Replaces the  
HL - 4570CDW

**DCP - L8400CDN**

- Network & USB connectivity
- Print from mobiles/tablets
- Scan to/print from Cloud applications
- 28ppm print speed
- 9.3cm colour touch screen
- 2-sided print
- 250 sheet Tray, 50 sheet MP + 35 sheet ADF
- Brother Apps
- 256MB memory
- BSI (open interface)
- Standard yield and high yield toner
- PCL6 & BR Script 3 (works with legacy systems)



Replaces the  
DCP - 9055CDN

**MFC - L8650CDW**

Same as DCP - L8400CDN +

- Wireless network connectivity
- Wi-Fi Direct
- 2-sided ADF
- Fax



Replaces the  
MFC - 9460CDN  
and  
MFC - 9465CDN

Step up  
continues on  
the next pages →

### DCP - L8450CDW

- Wired/wireless network & USB connectivity
- Print from mobiles/tablets
- Scan to/print from Cloud applications
- 30ppm print speed
- 12.3cm colour touchscreen
- 2 sided print, copy scan & fax
- 250 sheet tray, 50 sheet MP + 50 sheet ADF
- Brother Apps
- 256MB memory
- BSI (open interface)
- Standard, high and super high yield toners
- PCL6 & BR Script 3 (works with legacy systems)



## MFC - L8850CDW

Same as DCP - L8450CDW +

- Fax



Replaces the  
MFC-9970CDW

# The L9000 Colour Laser Series

## Productivity

- Fast print speeds up to 30ppm, colour or mono, and first page out speeds of less than ten seconds to beat the count, every time.
- Includes a further 500 sheet lower tray as standard, making a maximum capacity of 800 sheets, reducing time between refills.
- Super high yield toners to bring overall operating costs down and reduce cartridge changes.
- Plus automatic 2-sided printing as standard and even 2-sided copy, scan and fax on certain All in One models.

## Cost savings

Our best ever total cost of ownership... even better, in fact, than the market leader thanks to money saving features like:

- Super high yield toners for up to 6000 pages between changes.
- Up to 75% reduction in paper consumption with automatic 2 - sided and booklet printing.
- Save up to 20% on print costs using the 'pull print' feature in our b-guard print monitoring solution. Use the built in NFC on selected models for authentication.
- Reduce running costs with Colour Restrict and Toner Save, allowing only authorised users to access colour printing.

**FAST  
PRINT  
SPEEDS**

**REDUCE  
RUNNING  
COSTS**

## Easy Print Management

This range has advanced, built-in print management tools that allow complete control across an entire printer fleet.

- Efficient management from one central location using BRAdmin, our free to download software tool.
- Reduce costs by restricting access to high end functions such as colour copying on All in One machines with Secure Function Lock.
- Protect sensitive information with PIN controlled printing and for further security add 'pull print' solutions.
- BSI open interface enables 3rd party development of solutions such as document and print management.

# PROTECT SENSITIVE INFORMATION

**HL - L9200CDWT**  
**Print**



**MFC - L9550CDWT**  
**Print / Copy / Scan / Fax**





# L9000 Series step up

Use the information below to explain the benefits of our new L9000 printers for Small Corporate users – and how stepping up to our All in One model brings even more in the way of productivity, flexibility and value for money.

## HL - L9200CDWT

- Wired/wireless network & USB connectivity
- Print from mobiles/tablets
- 30ppm print speed
- 4.5cm touchscreen LCD
- 2 sided print
- 800 sheet capacity + 50 sheet MP
- Web connect (print direct from Cloud)
- Brother Apps
- BSI (open interface)
- Exclusive super high yield toners
- PCL6 & BR Script 3 (works with legacy systems)



## MFC - L9550CDWT

Same as HL - L9200CDWT +

- 2-sided print, copy and scan
- 50 Sheet ADF
- 12.3cm colour touchscreen
- NFC Card Reader (pull print authentication)
- TWAIN and ISIS drivers
- Scan to Cloud
- Brother Apps
- Scan to email, image, OCR, file, USB, FTP and e-mail server



# Vertical Target Markets

## Vertical markets for the new Brother colour ranges

Colour is key to effective communication in so many fields across both the private and public sectors.

Below are some of the most important vertical markets for our new colour laser and All in One ranges so **you can target your marketing more accurately** - along with some suggestions on how they can add efficiency and impact in a broad cross section of applications.

### Sector

### Application/Suitability

#### Education

- Staff/students able to print from mobiles/tablets
- Professional, impactful and engaging teaching resources and displays
- Printing coursework
- Parent communications
- Intelligent scanning – digitise hardcopies and edit in Microsoft Office
- Scanning/Document management for easy document archiving and access

#### Healthcare

- Fast print speeds: Printing is usually done with the patient present, so rapid printing and first page out times are critical
- Scanning, copying and management of patient records
- Printing patient booklets, posters, community information leaflets, QAF reports, charts, patient newsletters and training documents.
- Intelligent scanning – digitise hardcopies and edit in Microsoft Office
- Secure handling of sensitive printed patient information
- Front loading supplies, ideal for tight spaces
- Simple controls are easy for busy, non-IT staff to use
- Built-in printer management features and reliable performance ensure more efficient remote management
- Low TCO costs designed for ever decreasing healthcare budgets

## Retail

- Front loading supplies, ideal for tight spaces
- Print in store displays/collateral
- Staff/customers can print from mobiles and tablets
- Built-in printer management features and reliable performance ensure more efficient remote management
- Cost, compatibility and improved efficiency are all key factors in purchase

## Leisure

- Front loading supplies, ideal for tight spaces
- Print collateral, mailers, menus, customer notices, betting slips and more, in-house
- Facilitates guest printing services via BYOD (which is becoming more important in this sector)
- Built-in printer management features and reliable performance ensures more efficient remote management

## Legal Services

- Impactful and professional reports and client presentations
- Create engaging internal communications
- Intelligent scanning – digitise hardcopies and edit in Microsoft Office
- Scanning/Document management for easy document archiving and access to high numbers of documents
- Efficient colour and black and white copying
- Secure handling of sensitive printed client information
- Built-in printer management features and reliable performance ensure more efficient remote management

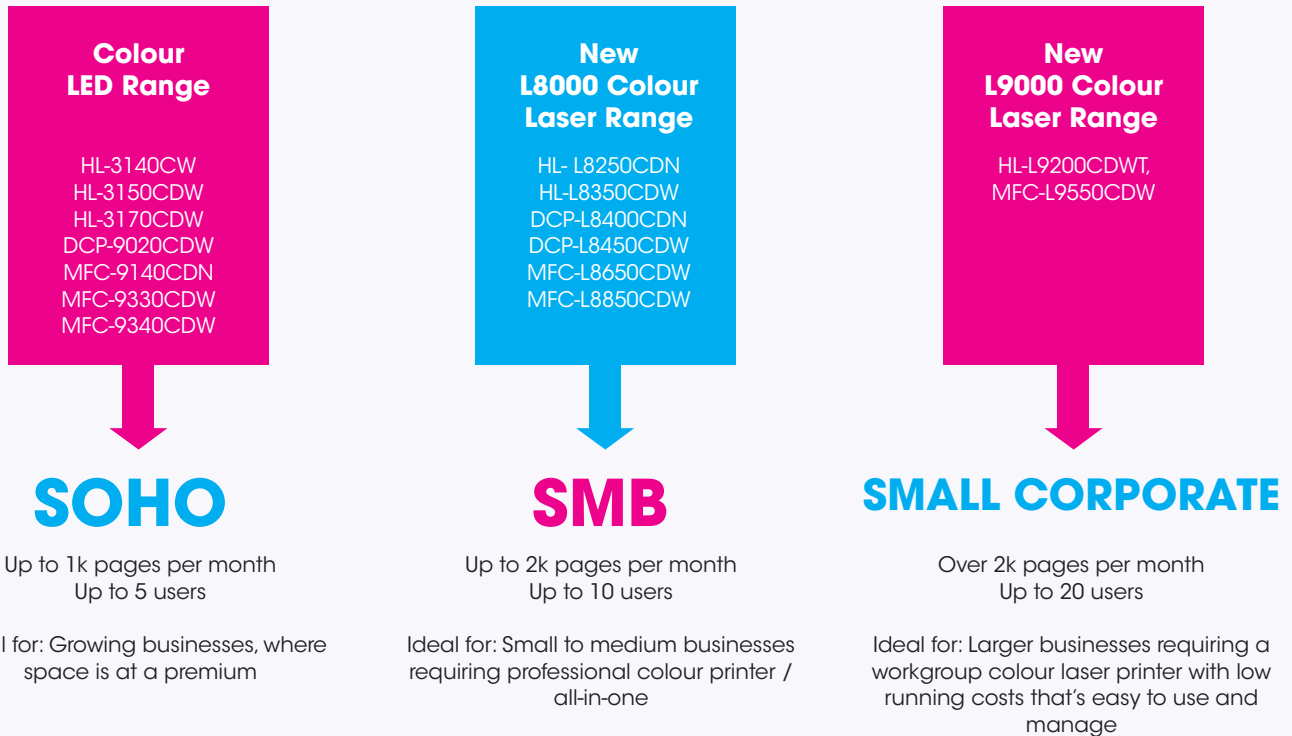
## Manufacturing

- Print training collateral, health and safety notices/documents, marketing materials and technical documents in-house
- Secure function lock – restrict access to advanced features for better cost management
- Built-in printer management features and reliable performance ensures more efficient remote management over larger sites
- Strong document management solutions and print solutions (Print from any device/BYOD).

# Total costs of ownership

**By stepping up to our new colour laser and all-in-one ranges, your customers can make significant savings over the working life of their Brother product.**

It's important, however, to make sure they understand the distinction between initial price and total costs of ownership (the value of the product): very often, a higher upfront cost can mean lower costs overall.



**Higher print volumes, increased number of users, lower cost per page**

## And the winner is...

Once you have an idea of likely print volumes, you'll be able to provide a realistic total cost estimate based on the comparisons below.



### HL-3140CW vs. HL-L8250CDN

**£34 saving at 250 pages per month**  
**£138 saving at 500 pages per month**  
**£222 saving at 1,000 pages per month**

**when choosing the HL-L8250CDN**



### HL-L8250CDN vs. HL-L8350CDW

**£123 saving at 1,000 pages per month**  
**£162 saving at 1,500 pages per month**  
**£437 saving at 2,000 pages per month**

**when choosing the HL-L8350CDW**



### HL-L8350CDW vs. HL-L9200CDWT

**£608 saving at 1,500 pages per month**  
**£758 saving at 2,000 pages per month**  
**£977 saving at 3,000 pages per month**

**when choosing the HL-L9200CDWT**

Based on 3 year life cycle, using estimated online prices. Figures includes initial purchase price plus cost of supplies at stated monthly page volumes

# Introduction to supplies

## Meet the Incompatibles

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

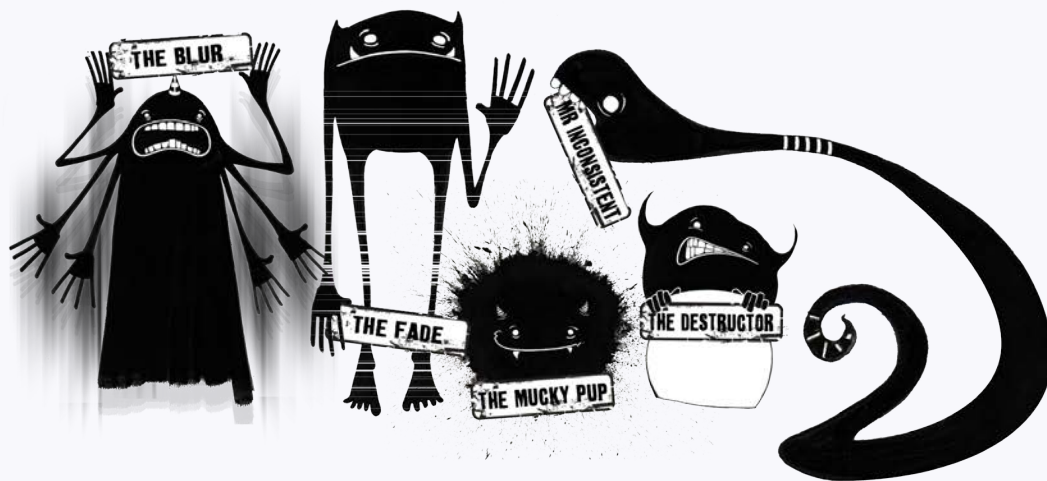
He leaves a murky mess wherever he goes

### The Destructor

This clumsy old oaf breaks everything

### Mr. Inconsistent

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





# Now meet the originals

The Brother Original supplies that work in perfect harmony with brother printers

Manufactured to the highest possible standards, Brother Original Ink and 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	High Yield	Super High Yield	Super High Yield	Drum	Belt Unit	Waste Toner
		TN321	TN326	TN329	TN900	DR-321CL	BU-320CL	WT-320CL
	In-box	2,500 mono / 1,500 colour	4,000 mono / 3,500 colour	2,500 mono / 1,500 colour	6,000 mono / 6,000 colour	25,000	50,000	50,000
L8000 series								
<b>HL - L8250CDN</b>	2,500 mono / 1,500 colour	●	●	-	-	●	●	-
<b>DCP - L8400CDN</b>	2,500 mono / 1,500 colour	●	●	-	-	●	●	●
<b>MFC - L8650CDW</b>	2,500 mono / 1,500 colour	●	●	-	-	●	●	●
<b>HL - L8350CDW</b>	2,500 mono / 1,500 colour	●	●	●	-	●	●	●
<b>DCP - L8450CDW</b>	2,500 mono / 1,500 colour	●	●	●	-	●	●	●
<b>MFC - L8850CDW</b>	2,500 mono / 1,500 colour	●	●	●	-	●	●	●
L9000 series								
<b>HL - L9200CDWT</b>	2,500 mono / 1,500 colour	-	-	-	●	●	●	●
<b>MFC - L9550CDWT</b>	2,500 mono / 1,500 colour	-	-	-	●	●	●	●

# Switch sell from other brands

## The Challengers: How Brother colour lasers square up

In boxing, they call it the 'Tale of the Tape': Who's got the longest reach? Who packs the most powerful punch? Who's got the results on their side?

Use the switch-sell data on our main competitors in the colour laser market to compare the figures. We're confident that wherever they go head to head, it's the L8000 and L9000 models that will come out on top.

If your customer asks for...



M451DN



LEXMARK

CS310dn



2150cdn



**HL - L8250CDN**  
Print

## Switch sell to Brother's HL - L8250CDN

Brother can also offer

- 8ppm faster mono speed
- 8ppm faster colour speed
- USB Host
- 25% more nbox toner

Brother can also offer

- 5ppm faster mono speed
- 5ppm faster colour speed
- USB Host
- 133% more inbox toner

Brother can also offer

- 5ppm faster mono speed
- 5ppm faster colour speed
- Mobile / tablet printing
- USB Host
- 45% more inbox toner

If your customer asks for...



M451Dw



CS410dn



2150cdn



**HL - L8350CDW**  
Print

## Switch sell to Brother's HL - L8350CDW

Brother can also offer

- 10ppm faster mono speed
- 10ppm faster colour speed
- USB Host
- 25% more inbox toner
- CPP

Brother can also offer

- Lower CPP
- 25% more inbox toner

Brother can also offer

- 6ppm faster mono speed
- 6ppm faster colour speed
- USB Host
- 8% more inbox toner

If your customer asks for...



M551DN



FS-C5350DN



CLP-775ND



**HL - L9200CDWT**  
Print

## Switch sell to Brother's HL - L9200CDWT

Brother can also offer

- Wireless connectivity
- 4.5cm TS LCD
- 300 sheet larger paper capacity
- Airprint
- Print direct from Cloud apps
- More inbox toner

Brother can also offer

- Wireless connectivity
- 4.5cm TS LCD
- 300 sheet larger paper capacity
- Airprint
- Print direct from Cloud apps
- 118% more inbox toner

Brother can also offer

- Wireless connectivity
- 4.5cm TS LCD
- 300 sheet larger paper capacity
- Airprint
- Print direct from Cloud apps
- 70% more inbox toner

If your customer asks for...



M575dn



WC6505N/DN



**MFC - L8650CDW**  
Print / Copy / Scan / Fax

## Switch sell to Brother's MFC - L8650CDW

Brother can also offer

- 8ppm faster mono speed
- 8ppm faster colour speed
- 9.3cm TS LCD
- Cloud connectivity
- 2-sided copy and scan
- Lower CPP
- 25% more inbox toner

Brother can also offer

- 5ppm faster mono speed
- 5ppm faster colour speed
- 9.3cm TS LCD
- Mobile / tablet printing
- Cloud connectivity
- 2-sided copy and scan
- 75% more inbox toner

If your customer asks for...



CLX6260FR



CX410de

CX510de



**MFC - L8850CDW**  
Print / Copy / Scan / Fax

## Switch sell to Brother's HL - L8850CDN

Brother can also offer

- 6ppm faster mono speed
- 6ppm faster colour speed
- Larger LCD Screen
- Airprint
- 8% more inbox toner

Brother can also offer

- Larger LCD Screen
- Cloud connectivity
- Lower CPP
- 25% more inbox toner

Brother can also offer

- Cloud connectivity
- Lower CPP

Remember, you can find switch sell information on this and other ranges on Brother Network - Just log-in at [www.brother-network.co.uk/switchsell](http://www.brother-network.co.uk/switchsell)

**Place your orders today to take advantage of our  
free 3 year warranty offer**



**For further enquiries please speak to your  
Brother Account Manager**



brother  
at your side



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