

New Packaging Design, same Brother Reliability and Quality

Brother is updating its laser toner packaging so you can easily identify genuine replacement supplies for your Brother printer.

9 Sept, UAE – Renowned for their commitment to world-class reliability, durability and performance, Brother printing solutions are built to deliver consistently outstanding print quality page after page, year after year. A huge reason for this, is thanks to their original toner supplies which are designed to work perfectly with your Brother printer every time – helping to minimize hidden costs from reprints, poor printout quality or repairs in the long run.

To help consumers easily identify Brother Genuine toners for the wide range of Brother laser printers, Brother has switched over to a bold new packaging design to ensure anyone can easily differentiate authentic Brother toner replacements from third party supplies that may result in a sub-standard printing experience.

Why choose Brother Genuine Supplies?

It's simple. Only Brother Genuine toners are performance-tested to consistently produce the best printing results and extend your printer life. Brother Genuine toners are made to work perfectly with Brother printers and have been proven to offer exceptional images quality with a wider color range and reliable page yields.

Superior print quality, every time

- **Perfect printouts that last¹** – Brother Genuine toners are formulated to resist smearing, smudging and fading. On the other hand, 90% of non-genuine brands tested delivered color printout quality that wasn't deemed good enough to share externally.
- **Consistently brilliantly colors** – Compared to non-genuine brands which display greater inconsistency in color production, Brother Genuine toners have the widest color range and the most consistent color quality from first page to last.

- **Precise color science in every cartridge** – Brother Genuine toners are developed with the latest color management technology to ensure they will consistently produce the exact pantone colors that you need.

Reliability you can always count on

- **100% reliability rating²** – Unlike non-genuine supplies which have been tested to produce at least one failure 100% of the time, Brother Genuine toners delivered a flawless reliability rating of 100%.
- **More prints with each cartridge²** – While non-genuine brands have been proven to print up to 42,171 fewer pages, Brother Genuine toners produced 57% more output on average than non-genuine equivalents while delivering superior print quality.
- **Avoid hidden costs²** – Non-genuine brands may appear to be more affordable, but in testing, 68% of non-genuine toners had to be replaced early because of poor image quality, resulting in significant extra costs.

Always meet the highest safety standards

- **Tested to stringent ISO standards** – Brother Genuine toners are tested to the highest safety standards, with all materials carefully sourced under guidance of the Control of Substances Hazardous to Health (COSHH).
- **No more hazardous deposits¹** – Unlike Brother Genuine toners which barely leave a hint of toner residue anywhere, every other non-genuine brand left toner deposits inside the printers. This not only creates reliability issues, but health hazards too as toner is a toxic chemical.
- **Less mess, more productivity¹** – During testing by Buyers Lab, not a single Brother Genuine toner failed due to leaking. On the other hand, third party toners tend to be manufactured with poor quality control, with one brand having 80% of its toners leaking straight out of the box.

What are the changes to our new packaging?

The change to the new packaging design is reflected in the diagram below and only affects the packaging design. As the transition to the new packaging will occur over the next few months, customers may still find both the current and new packaging online or at a physical retailer. However, the toner cartridge inside either packaging remains the same high-quality product that you know and trust.



Learn all Brother's promise of quality

To find out more about Brother Genuine supplies and how they have been proven to deliver superior quality, reliability and safety than non-genuine alternatives, visit

<https://www.brother.ae/en/support/genuine-supplies> today.

About Brother International (Gulf) FZE

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the “Customer First” approach in all aspect of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother regional Middle East headquarters, with fully integrated sales, marketing and services capabilities is located at the Jebel Ali Free Zone in Dubai, which has authorized distributors across the MENA region, including Africa and Turkey. For more information on Brother International Gulf FZE and its products, please call +971 4883 5878 or visit www.brother.ae. Brother will always be “At Your Side” now and into the future.

NOTE: All brand and products names are trademarks or registered trademarks of their respective companies.



About Brother Earth

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother’s attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

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<Footnotes>

1. Buyers Laboratory LLC (BLI) Brother Genuine Toner Cartridges for the HL-L8360CDW vs. Ten compatible brands report July 2018. CD2950. ZLFTSUPPLIESEUU1.
2. Buyers Laboratory LLC (BLI) Brother Genuine Toner Cartridges for the HL-L6300DW vs. Ten compatible brands report March 2018.