

Channel Product Launch Document

TARGET MARKET / CUSTOMER PROFILE

ENTERPRISE COLOR LASER PRINTERS

Ideal For Mid To Large-Sized Workgroups

Open Channel

High-performance color laser printers and all-in-one printers that are essential components of an optimized fleet for the way work now works. These devices offer enterprise-class performance, advanced security features, high-quality output, and low-cost printing.



HL-L9410CDN



MFC-L9610CDN



HL-L9430CDN /
HL-L9470CDN



MFC-L9630CDN /
MFC-L9670CDN

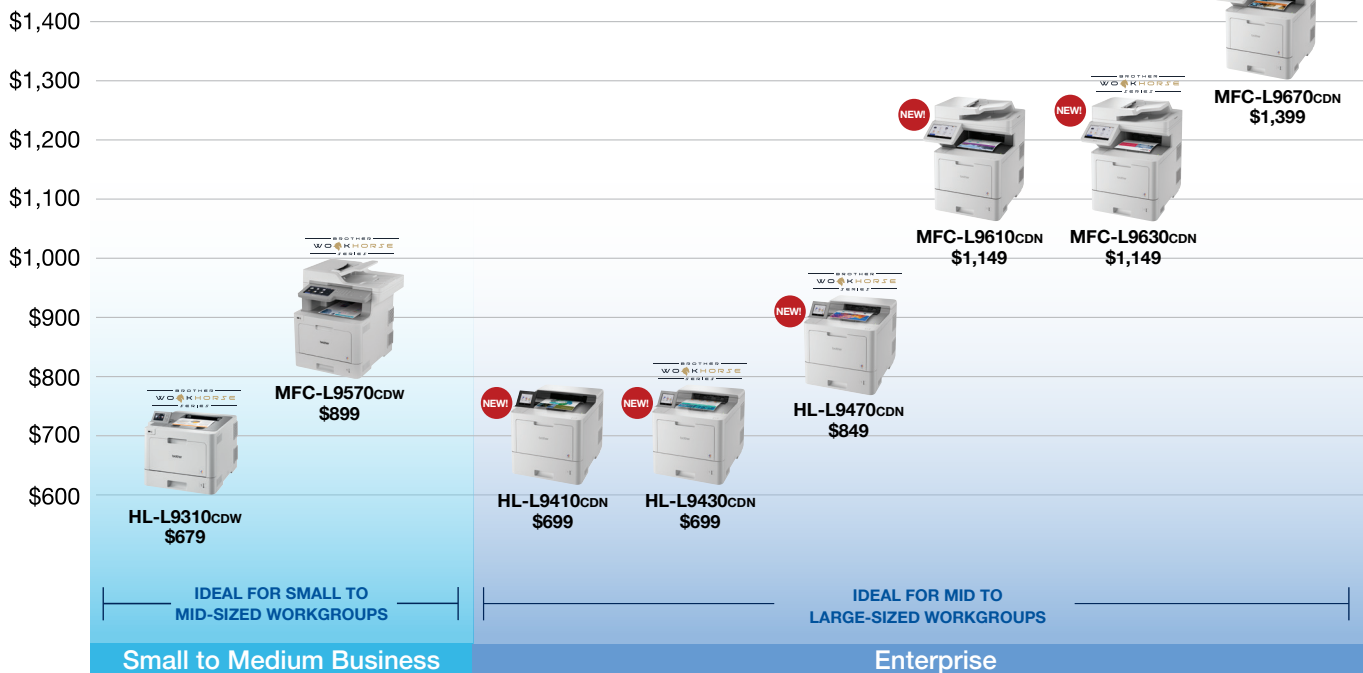
Protected Channel

Select models in this lineup are Brother Workhorse Series devices — sold exclusively through Gold Authorized Partners. These color laser devices are not available at retail or on e-commerce only websites, providing you with market protection and the opportunity to earn higher profits!

BROTHER WORKHORSE STEP-UP FEATURES

- Super high-yield replacement toner cartridges for an even lower total cost of ownership (TCO)
- Greater value with higher in-box toner yields
- Tower Tray option for greater maximum paper capacity
- Stapler Finisher and Mailbox options (HL-L9470CDN and HL-L9430CDN)
- High-speed duplex printing (MFC-L9670CDN and HL-L9470CDN)
- Value Added Solutions included as an extra benefit

BROTHER BUSINESS COLOR LASER PRINTER LINEUP



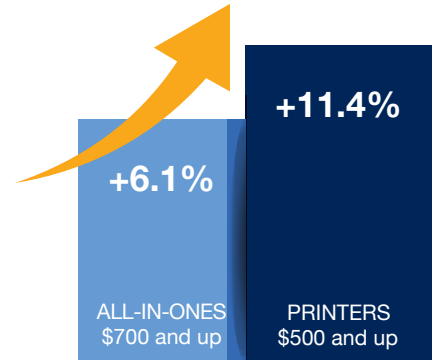
Prices listed at MAP.

WHY DID BROTHER LAUNCH THESE MODELS?

As a higher product category than our current business color lasers, Brother enterprise color laser printers and all-in-ones allow you to provide a complete range of A4 products to help meet your customers' needs. Demand for color laser printing continues to grow, and this expansion opens the door to the enterprise market with color laser units offered at a lower price when compared to competitive devices.

Color makes an impact, and the cost differential between color and monochrome laser printing is shrinking. These new models deliver both end customer and channel requirements for low-cost, enterprise-level color laser printing.

COLOR LASER UNIT FORECAST



Source: IDC, Quarterly US HCP Tracker, Q2 2022 (CAGR 2021 – 2026)

WHY COLOR?

- Greater Impact / More Memorable
- Improve Attention Span / Message Retention
- Increase Professionalism
- Greater Brand Recognition

STEP-UP FEATURES vs. CURRENT SMB COLOR LASER MODELS

Brother enterprise color laser devices offer expanded capabilities that are ideal for enterprises and mid to large-sized workgroups. These devices fulfill higher page volumes and printing requirements for enterprise end users – where there may have been limitations in the past.

- Higher input and output capacity
- Higher yield replacement supplies
- Higher monthly duty cycle
- Improved user interface
- New productivity and workflow features
- Enhanced security



Our **boldest** laser color ever

Our **fastest** color laser ever

Our **lowest cost** laser color output ever

Our **most secure** color laser ever

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KEY FEATURES



Low total cost of ownership with high in-box and replacement toner yields



Bold color and sharp black output for professional results



Large, scalable input and output paper capacity



Fast print and scan speeds with advanced workflow features



Flexible connectivity options including mobile device printing¹



Easy to deploy, manage, and use



ADVANCED SECURITY

Brother enterprise color laser devices are equipped with Triple Layer Security features to help your customers limit document and device access and protect against network intrusions.

These models have met the strict security requirements of Keypoint Intelligence, passing the Security Validation Testing Program in the device penetration track to ensure protection against vulnerabilities.

Security Validation includes testing device penetration to ensure protection against vulnerabilities in the device firmware / OS, ports, print protocols, embedded web page, connectivity avenues, and other areas.



Device Security

Management of who has access to a device and what features they can use is key to any security plan.

Integrated NFC Card Reader

Built-in card authentication that streamlines the network authentication process and integrates into a secure workflow, saving on the cost of an external third-party reader.

Integration with Kofax Control Suite, PaperCut, nndPrint 360, and uniFLOW

Actively manage, secure, and govern virtually every aspect of information distribution in documents, mitigating security risks by enforcing user-centric print and capture policies.

Brother devices do not have a hard drive, which eliminates the risk of managing stored information.



Document Security

Securing document workflow is critical in protecting information in all processes of printing, copying, scanning, and faxing.

Secure Print Advanced

Job release solution that ensures confidential or sensitive documents do not print until the user authenticates by entering a PIN or via an NFC card. Retrieve printed documents on any network connected Brother device without the extra cost typically required for this type of solution.

Custom User Interface

Modify the standard user interface with different icons, available device features, and backgrounds. Customize business workflows to allow access to specific device functions, while hiding others, and reduce the risk of documents accidentally being sent to the wrong destination.



Network Security

IT administrators require network protocols and settings that are easily configured and deployable to meet challenging network security requirements.

SNMP (v1, v2c, v3)

Simple Network Management Protocol offers safe configuration and control operations on networked machines with user authentication and data encryption.

IP Filtering

Helps protect print devices by limiting the IP addresses that can access the machine or by blocking unauthorized IP addresses.

TARGET VERTICALS



FINANCE

COLOR OPPORTUNITIES:

External communications, brochures, reports, presentations, invoices, contracts, newsletters, and direct marketing

OTHER APPLICATIONS:

Financial data, client communications, HR and personnel records



HEALTHCARE

COLOR OPPORTUNITIES:

Brochures, medical records, patient communications, administrative documents, statements, and billing

OTHER APPLICATIONS:

Patient records, staff notes and work orders, prescriptions, consent forms, lab reporting, and schedules



CORPORATE

COLOR OPPORTUNITIES:

Marketing and sales presentations, brochures, external communications, internal process documents, and invoices

OTHER APPLICATIONS:

Financial data, contracts, client communications, HR and personnel records



RETAIL

COLOR OPPORTUNITIES:

Product displays, signage, external communications, graphics, and photos

OTHER APPLICATIONS:

Point-of-Sale – Quotes, receipts, and orders, as well as curbside and delivery receipts

Back Office – Employee records, invoices, cash out history, and sales associate performance history



EDUCATION

COLOR OPPORTUNITIES:

Visual aids for classroom / instructional use, handouts, activity posters, calendars, charts and graphs, and parent communications

OTHER APPLICATIONS:

Homework and assignments, student records, and registration forms



LEGAL

COLOR OPPORTUNITIES:

Brochures and mailings, letterhead, announcements, and presentations

OTHER APPLICATIONS:

Financial data, HR and personnel records, invoices, contracts, court proceedings, and client communications

SUPPLIES COMPATIBILITY

	SKU	Yields	
		Open	Protected
Hardware Compatibility		HL-L9410CDN MFC-L9610CDN	HL-L9430CDN HL-L9470CDN MFC-L9630CDN MFC-L9670CDN
In-box Toner Cartridge Yields (black / color pages) ²		6,500 / 5,000	9,000 / 6,500
Replacement Toner Cartridge Yields (black / color pages) ²	TN810 Series Standard Yield	9,000 / 6,500	
	TN810XL Series High-yield	12,000 / 9,000	
	TN815 Series Super High-yield	---	15,000 / 12,000
Drum Unit (pages) ³	DR810CL	100,000	
Belt Unit (pages) ⁴	BU800CL	150,000	
Waste Toner Box (pages) ⁵	WT800CL	100,000	

OPTIONAL ACCESSORIES⁶

SKU	Description	Status
LT-330CL	250-sheet Capacity Paper Tray ⁷	Current SKU with expanded compatibility
LT-340CL	500-sheet Capacity Paper Tray ⁷	Current SKU with expanded compatibility
SF-4000	Stapler Finisher	Current SKU with expanded compatibility
MX-4000	4-Bin Mailbox / Sorter / Stacker	Current SKU with expanded compatibility
TT-4000	Tower Tray with Stabilizer (520-sheet capacity x 4 trays) ⁷	Current SKU with expanded compatibility
TC-4100	Tower Tray Connector	New SKU replacing TC-4000
CB-1010	Printer Cabinet / Stand	Current SKU with expanded compatibility
CH-1000	Card Reader Holder	Current SKU with expanded compatibility
NC-9000W	Wireless Module	New SKU

COMPARABLE COMPETITIVE DEVICES

Printer

HP Color LaserJet M554 / M555DN / M555x (\$799 / \$999 / \$1,409)
Xerox VersaLink C400/DN (\$749)
Xerox VersaLink C500/DN (\$949)
Lexmark CS622de (\$649)
Lexmark CS720de / CS730de (\$999 / \$1,049)
Lexmark C4342 (\$2,432 SRP)
Canon imageCLASS X LBP1538c (\$1,795 SRP)

All-in-One

HP Color LaserJet M578DN / M578F (\$2,529 / \$2,999)
Xerox VersaLink C405/DN (\$1,099)
Xerox VersaLink C505/s, C505/x (\$2,299 / \$2,729)
Lexmark CX625ade (\$1,309)
Lexmark CX730de (\$2,583)
Canon imageCLASS X MF1538c (\$3,100 SRP)
Street pricing unless otherwise indicated.

WARRANTY

All Brother models in this series are covered by a one-year standard limited warranty. To further protect an end user's investment, Brother offers the following extended limited warranty options:

Exchange limited warranty extensions up to five years which qualifies an end user for next business day Priority Exchange and access to the Priority Account Line.

Replacement units are shipped from Brother the same day for next business day delivery if a customer's call is received by 4:45pm EST, Monday through Friday.

Access to a priority service number specifically dedicated to Priority Accounts for the entire life of the unit. Calls are answered directly by the Brother Priority Support Team.

Exchange Extended Limited Warranties⁶

	1-Year Extension	2-Year Extension	3-Year Extension	4-Year Extension
HL-L9410CDN	E1391EPSP	E1392EPSP	E1393EPSP	E1394EPSP
HL-L9430CDN	E1391EPSP	E1392EPSP	E1393EPSP	E1394EPSP
HL-L9470CDN	E1741EPSP	E1742EPSP	E1743EPSP	E1744EPSP
MFC-L9610CDN	E1991EPSP	E1992EPSP	E1993EPSP	E1994EPSP
MFC-L9630CDN	E1991EPSP	E1992EPSP	E1993EPSP	E1994EPSP
MFC-L9670CDN	E1991EPSP	E1992EPSP	E1993EPSP	E1994EPSP

Please contact your Brother Sales Account Manager for additional competitive information.

1 Requires connection to a wireless network.

2 Approximate toner cartridge yield in accordance with ISO/IEC 19798 (letter/A4).

3 Approximate yield based on 3 pages per job (letter/A4 single-sided pages). The number of pages may be affected by a variety of factors including but not limited to media type and media size.

4 Approximate yield based on 2 pages per job (letter/A4 single-sided pages). The number of pages may be affected by a variety of factors including but not limited to media type and media size.

5 Approximate yield is declared in accordance with ISO/IEC 19798 (A4/Letter single-sided pages). The number of pages may be affected due to a variety of factors including but not limited to media type and media size.

6 Requires additional purchase.

7 Maximum capacity based on using 20 lb. paper.