

Brother Authorized Partner Program





Silver

Authorized to sell Brother open products from Brother Authorized Distributors.



Becoming a Brother Authorized Partner Program (BAPP) member is key to actively selling Brother products and services — and unlocking enhanced benefits.

Silver Requirements

- › Must maintain minimum annual purchases of \$5,000 for Brother hardware and supplies. Eligibility for the current year is based upon the prior year's purchases.
- › Must have internal or field-deployed sales force.
- › Must focus on categories relevant to the BAPP; printers, MFPs and scanners.
- › Must provide monthly end-user POS / sales-out data.
- › Must provide Brother with proof of the source of its Brother product.
- › Must disclose all business names, addresses and URLs.
Reseller must disclose all business names, addresses, third-party marketplace seller IDs , and URLs that Reseller does business under.
- › Must have a functional company website, phone number, business email address (i.e., johnsmith@companyname.com), commercial address and conduct business out of said address.

Silver Benefits

- › Access to open (non-authorized) Brother product
- › Access to Brother PATH (Partner Portal)
- › Access to Content Syndication Services
Open (non-authorized) Brother product data content for your website.
- › Bid Pricing Program
Offers volume hardware discounts up to 7% to support bids. discount upfront when purchased through Brother Authorized Distributors.



Gold

Access to channel-protected products not available at retail or e-com only sites — the Brother Workhorse Series of printers, MFPs and scanners. Plus, get additional benefits to help grow your business!

Gold Requirements *All Silver Requirements, plus:*

- › Must have a sales force of at least two people.
- › Must maintain in-house technical support.
- › Must not have a consumer retail focus or be primarily an internet reseller with the vast majority of sales through a website.
- › May feature and resell Brother Authorized Products (Brother Workhorse Series) on it's primary website only. Participation and promotion of Brother Workhorse Series products on third party / marketplace websites is strictly prohibited and enforced. May sell open product on third party/marketplace websites.
- › Must maintain minimum annual purchases of \$25,000 for Brother hardware and supplies. Eligibility for the current year is based upon the prior year's purchases.

Gold Benefits *All Silver Benefits, plus:*

- › Access to Brother Workhorse Series products (channel-protected), these Brother Workhorse Series products are designed for Mid to Enterprise Markets and not sold at Retail or on Ecom-only sites.
- › Deal Registration Program
Hardware discount of up to 5% for approved registered deals.
- › Value Print Program (VPP)
Provides discounts on Brother Genuine Toner and a Free two-year limited warranty on select hardware models when your customer agrees to purchase Brother Genuine Toner for a three-year period.
- › Vertical, Government & Education Support
Brother sales teams can help identify and propose the best solutions for your clients.
- › Access to Brother field sales teams for joint meetings with end users
minimum requirements apply
- › Access to Content Syndication Services
Brother Workhorse Series product data content for your website.
- › Demo Unit Program
Purchase demo units of any of the Brother Workhorse Series products at a discount.
- › Brother Knowledge Center (BKC)
A platform to educate about Brother products and offer insight on relevant topics within the industry.
Provides you with the educational tools to help you sell more effectively and efficiently.
- › Loyalty Program (Brother Rewards)
Point-based system that rewards you for selling Brother Workhorse Series products. The more you sell, the more points you can earn and redeem for a variety of rewards, including: merchandise, travel, electronics, event tickets, gift cards, and more!
- › Brother Webinars
- › Evaluation Units
30-day trial for end-user opportunities.

Authorized Distributors

D&H
Distribution Management (DM)
Essendant
Ingram Micro
SP Richards
TD Synnex



Not a member of the Brother Authorized Partner Program?

To apply, visit: visit www.brother-usa.com/partners

To view FAQ's visit here: <https://www.brother-usa.com/partners-faqs>