

Channel Product Launch Document

TARGET MARKET / CUSTOMER PROFILE

BUSINESS COLOR LASER PRINTERS

Ideal for Busy Offices and Work Teams

The new Business Color Laser lineup offers improved business productivity, advanced security, and eco-friendly features. Key enhancements include a user-replaceable fuser and all-in-ones that are over 25% smaller than the previous generation. Busy offices and work teams will continue to benefit from reliable performance and a low cost per page.

Open Channel

Available to all Brother Authorized Partners.

Protected Channel

Sold exclusively through Gold Authorized Partners, these models are not available at retail or on e-commerce only websites, offering market protection and the opportunity to earn higher profits.

OPEN MODELS



HL-L8430CDW

HL-L8430CDWT

MFC-L8730CDW

MFC-L8930CDW

PROTECTED MODELS



HL-L8570CDW

MFC-L8970CDW

BROTHER WORKHORSE STEP-UP FEATURES

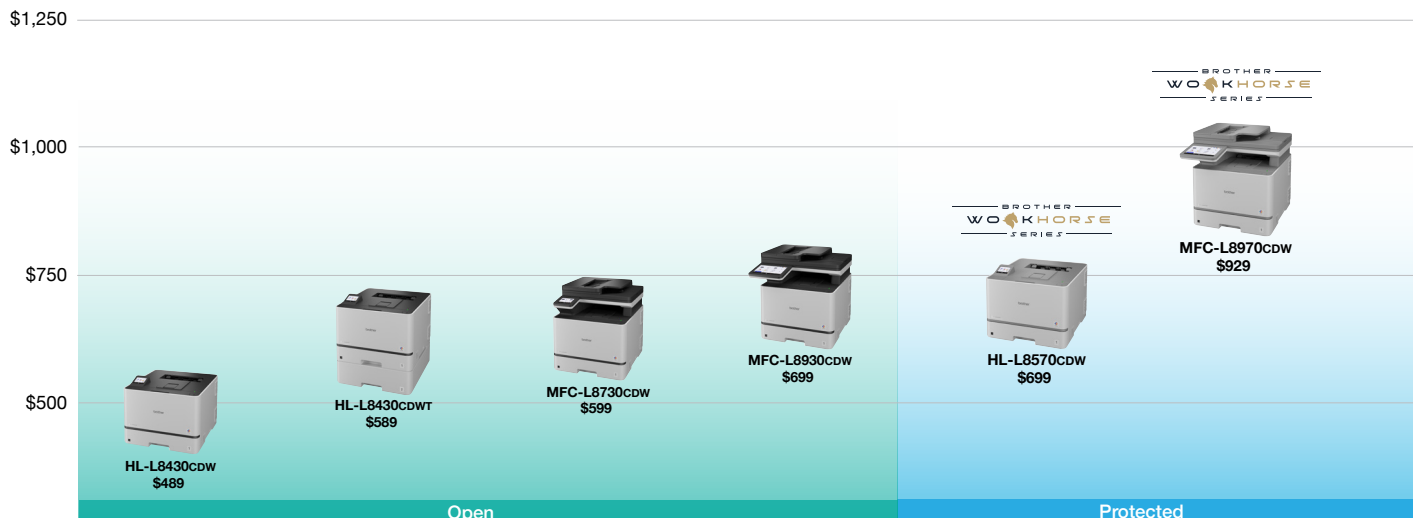
Ultra High Yield replacement toner cartridges (10,000 pages black and color)¹ for an even lower total cost of ownership (TCO).

Great value with high in-box toner yields. MFC-L8970CDW includes 5,500 pages black and 4,500 color¹.

Brother Value Added Services included as an additional benefit.

Protected channel sales strategy. Sold only through Gold Authorized Partners.

BROTHER BUSINESS COLOR LASER PRINTER LINEUP



Prices listed at MAP.

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KEY ENHANCEMENTS vs. PREVIOUS SMB COLOR LASER MODELS

Brother color laser printers and all-in-ones offer expanded capabilities that are ideal for busy offices and work teams.

- Higher yield replacement supplies
- Dual band wireless
- Over 25% smaller than previous generation (all-in-ones)
- Fast scan speeds with scan preview feature
- User-replaceable fuser unit
- User-replaceable MP tray paper feeding kit
- Higher recommended monthly volume
- Faster FPOT (first page out time)²
- Eco-friendly features: EPEAT® Gold and Silver rated and EPS-free packaging

80-sheet capacity auto document feeder³ with high-speed scanning

7" color touchscreen with improved user interface

Dual band wireless (2.4GHz / 5GHz) and Gigabit Ethernet connectivity

Less than 9.9 seconds FPOT (first page out time)²

10,000-page yield color and black replacement toner cartridges¹

Over 25% smaller than its predecessor

Expandable paper capacity up to 1,340 sheets with optional trays³









MFC-L8970CDW

Brother Workhorse model shown offers flagship features and can be configured with up to two optional trays and a cabinet accessory for a floor standing configuration⁴.

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KEY FEATURES

-  Fast, lifelike color and sharp black output for professional results.
-  Flexible connectivity options for wireless or network sharing, plus mobile device printing⁵.
-  Expandable paper capacity and support for custom media and envelopes.
-  High in-box and replacement toner cartridge yields for even lower printing costs.
-  Productivity-enhancing features including scan to cloud services⁶ directly from the touchscreen.
-  Triple Layer Security to help protect the device, documents, and network.

ADVANCED SECURITY



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.



Security is only as strong as the weakest link.

Comprehensive data security is about more than network breaches and external bad actors. The documents themselves can get into the wrong hands when printed or scanned, even accidentally. Brother color laser devices provide Triple Layer Security to help your customers limit document and device access and protect against network intrusions.

Device Security

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

Document Security

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

Network Security

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

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






Learn more about Triple Layer Security in our [Security Brochure](#).



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BUSINESS PRINTERS

Previous Model vs. New Replacement Model Comparison

Discontinued Models	Open			Protected
	HL-L8260CDW \$469	HL-L8360CDW \$519	HL-L8360CDWT \$619	HL-L9310CDW \$679
	Print up to 33ppm ⁷	All features of the HL-L8260cdw, plus:	All features of the HL-L8360cdw, plus:	All features of the HL-L8360cdw, plus:
	2-line display	2.7" touchscreen	2nd tray (500-sheet capacity) ³	Includes 6,500-page black and color toners ¹
	250-sheet capacity tray and 50-sheet capacity MP tray ³	6,500-page black and color replacement toners ¹		9,000-page black and color replacement toners ¹
	Wireless and Gigabit Ethernet			
	Includes 3,000-page black / 1,800-page color toners ¹			
	Wireless connectivity			
4,500-page black / 4,000-page color replacement toners ¹				

Replacement Models	Open		Protected	
		HL-L8430CDW \$489	HL-L8430CDWT \$589	HL-L8570CDW \$699
		Print up to 33ppm ⁷	All features of the HL-L8430cdw, plus:	All features of the HL-L8430cdw, plus:
		2.7" touchscreen	2nd tray (520-sheet capacity) ³	Includes 5,500-page black / 4,500-page color toners ¹
		250-sheet capacity tray and 50-sheet capacity MP tray ³		10,000-page black and color replacement toners ¹
		Dual band wireless and Gigabit Ethernet		Includes Brother Value Added Services
		Includes 3,000-page black / 1,800-page color toners ¹		
	7,500-page black / 6,500-page color replacement toners ¹			

Prices listed at MAP.

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BUSINESS ALL-IN-ONES

Previous Model vs. New Replacement Model Comparison

Discontinued Models	Open			Protected
	MFC-L8610CDW \$639	MFC-L8900CDW \$719	MFC-L8905CDW \$769	MFC-L9570CDW \$899
	Print up to 33ppm ⁷	All features of the MFC-L8610CDW, plus:	All features of the MFC-L8900CDW, plus:	All features of the HL-L8905CDW, plus:
	3.7" touchscreen	5" touchscreen	7" touchscreen	80-page capacity ADF ³
	50-page capacity ADF ³	Legal-size document glass	9,000-page black / 8,000-page color replacement toners ¹	Scan up to 104ipm ⁸
	Scan up to 29ipm ⁸	70-page capacity ADF ³		Includes 6,500-page black and color toners ¹
	Wireless and Gigabit Ethernet	Scan up to 58ipm ⁸		
	Includes 3,000-page black / 1,800-page color toners ¹	6,500-page black and color replacement toners ¹		
	4,500-page black / 4,000-page color replacement toners ¹			



Replacement Models	Open		Protected
	MFC-L8730CDW \$599	MFC-L8930CDW \$699	MFC-L8970CDW \$929
	Print up to 33ppm ⁷	All features of the MFC-L8730CDW, plus:	All features of the MFC-L8930CDW, plus:
	3.5" touchscreen	7" touchscreen	Includes 5,500-page black / 4,500-page color toners ¹
	80-page capacity ADF ³	Legal-size document glass	10,000-page black and color replacement toners ¹
	Scan up to 58ipm ⁸	Scan up to 104ipm (mono) ⁸	Includes Brother Value Added Services
	250-sheet capacity tray and 50-sheet capacity MP tray ³	7,500-page black / 6,500-page color replacement toners ¹	
	Dual band wireless and Gigabit Ethernet		
	Includes 3,000-page black / 1,800-page color toners ¹		
5,500-page black / 4,500-page color replacement toners ¹			

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TARGET VERTICALS



FINANCE

APPLICATIONS:

External communications, brochures, reports, presentations, direct marketing, invoices, contracts, newsletters, financial records, HR and personnel records

BACK OFFICE | ADMINISTRATION | SALES MARKETING
VISITOR MANAGEMENT | REMOTE ENVIRONMENT



HEALTHCARE

APPLICATIONS:

Brochures, medical records, color-coded charts and schedules, patient communications, medical imaging summaries, educational posters, administrative documents, statements, billing, patient records, staff notes and work orders, prescriptions, consent forms, lab reporting

BACK OFFICE | NURSING STATION | ADMISSION
LABORATORY | PHARMACY



CORPORATE

APPLICATIONS:

Marketing and sales presentations, brochures, reports, flyers, proposals, external communications, internal process documents, invoices, financial data, contracts, HR and personnel records, client communications

CORPORATE OFFICE | REMOTE ENVIRONMENT



RETAIL

APPLICATIONS:

Product displays, posters, signage, external communications, product information sheets, shelf labels, coupons, graphics, photos, receipts, invoices, cash out history, training materials for staff, employee records

WAREHOUSES | POINT-OF-SALE | BACK OFFICE
SHOP FLOOR



EDUCATION

APPLICATIONS:

Visual aid for classroom / instructional use, handouts, color-coded study guides, posters and signage for events, calendars, charts and graphs, homework and assignments, student records, parent communications, registration forms

CLASSROOMS | LECTURE HALLS | LIBRARY
COMPUTER LABS | FRONT END ADMINISTRATION
STAFFROOM | VISITOR MANAGEMENT



LEGAL

APPLICATIONS:

Brochures and mailings, letterhead, case files with exhibits in color, presentations, evidence packets, financial data, HR and personnel records, invoices, contracts, court proceedings, client communications

BACK OFFICE | ADMINISTRATION
REMOTE ENVIRONMENT

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SUPPLIES COMPATIBILITY

	SKU	Yields	
		Open	Protected
Hardware Compatibility		HL-L8430CDW HL-L8430CDWT MFC-L8730CDW MFC-L8930CDW	HL-L8570CDW MFC-L8970CDW
In-box Toner Cartridge Yields (black / color pages) ¹		3,000 / 1,800	5,500 / 4,500
Replacement Toner Cartridge Yields (black / color pages) ¹⁴	TN635 Standard Yield	3,000 / 1,800	
	TN635 3PK Standard Yield 3-Pack (C/M/Y)	1,800 pages	
	TN635XL High Yield	5,500 / 4,500	
	TN635XL 2PK High Yield Twin Pack (Black)	5,500 pages per cartridge	
	TN635XXL Super High Yield	7,500 / 6,500 (except MFC-L8730CDW)	
	TN637 Ultra High Yield	---	10,000 / 10,000
Drum Unit (pages) ⁹	DR635CL	30,000 50,000	
Belt Unit (pages) ¹⁰	BU635CL	50,000 100,000	
Waste Toner Box (pages) ¹¹	WT229CL	50,000	
Fuser Unit (pages) ¹²	FD-5000	100,000	
Multipurpose Tray Paper Feeding Kit (pages) ¹¹	PF-M5000	50,000	

OPTIONAL ACCESSORIES⁴

SKU	Description	Status
LT-350CL	250-sheet Capacity Paper Tray ³	New SKU
LT-360CL	520-sheet Capacity Paper Tray ³	New SKU
CB-1010	15.7" Printer Cabinet / Stand	Current SKU with expanded compatibility
CH-1000	Card Reader Holder	Current SKU with expanded compatibility

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COMPARABLE COMPETITIVE DEVICES

Printer

HP Color LaserJet Pro 4201dn / 4201dw (\$669 / \$699)
Lexmark CS531dw (\$679)
Lexmark C2335 (\$2,429 MSRP)
Xerox C320 (\$569)
Xerox VersaLink C410/DN (\$799)
Canon Color imageCLASS LBP674Cdw II (\$680)
Canon Color imageCLASS X LBP1333C (\$1,400 MSRP)

All-in-One

HP Color LaserJet Pro MFP 4301fdn / 4301fdw (\$859 / \$859)
Lexmark CX522ade (\$799)
Lexmark CX532adwe (\$1,049)
Lexmark XC2335 (\$4,196 MSRP)
Xerox C325 (\$699)
Xerox VersaLink C415/DN (\$1,399)
Canon Color imageCLASS MF751Cdw II / MF753Cdw II (\$648 / \$702)
Canon Color imageCLASS X MF1333C (\$2,000 MSRP)

Street pricing unless otherwise indicated. Prices as of September 11, 2025.

Please contact your Brother Sales Account Manager for additional information.



- 1 Approximate toner cartridge yield in accordance with ISO/IEC 19798 (letter/A4).
- 2 From ready mode and standard tray.
- 3 Maximum capacity based on using 20 lb. paper.
- 4 Requires additional purchase.
- 5 May require free download. Compatibility may vary by device and operating system. May require connection to a wireless network.
- 6 Requires an Internet connection and an account with desired service.
- 7 Based on one-sided printing. Change from default setting required.
- 8 Color and monochrome scan speeds in accordance with ISO/IEC 17991 with all advanced features turned off, using letter-sized paper at 200/300dpi.
- 9 Approximately 30,000 pages based on 1 page per job and 50,000 pages based on 3 pages per job (letter/A4 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.

- 10 Approximately 50,000 pages based on 1 page per job and 100,000 pages based on 3 pages per job (letter/A4 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.
- 11 Approximately 50,000 pages based on 5 pages per job (letter/A4 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.
- 12 Approximately 100,000 pages based on 5 pages per job (letter/A4 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.

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