



MEDIA RELEASE

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BROTHER NZ STRENGTHENS BUSINESS SOLUTIONS WITH SIGNIFICANT PRODUCT LAUNCH

Brother International (NZ) Limited has announced a significant product extension which enables the brand to service any sized business from small to medium enterprise, to large corporates.

For the first time in its 60-year history in New Zealand, Brother will offer four A3 MFD (multi-function devices) which will sit as part of its Managed Print Services (MPS) programme.

The new range (which includes Develop ineo+ 258, 308, 368 and 458) comes as Brother extends its relationship with CSG [previously Konica Minolta], a brand partnership that has been active for five years and is built on shared values of technological innovation, exceptional service and sustainability.

Brother International (NZ) Limited Executive Chairman, Graham Walshe, said today is an exciting and significant day for the business. "We are committed to meeting the unique print needs of growing New Zealand businesses of all sizes. Our corporate customers need partners like Brother who can manage their growth, understand their changing needs and provide solutions that continually improve efficiencies and productivity.

"Market trends also tell us that businesses increasingly expect a full line up of machines, from A4 devices to large A3 MFDs, with a comprehensive service and support package, offered by one brand as part of a complete print management solution - which frees up their internal staff resources and allows them to concentrate on other business priorities."

Brother's new A3 MFDs will sit alongside its existing A4 devices, giving it a complete, balanced product line up.

"This is a particularly important part of our Balanced Deployment approach, which ensures that the right machines are in reach of the right people, to reduce costs and improve productivity. Print should never be seen as a one-size-fits-all solution," Walshe said.

Brother experts take the time to analyse customer print usage and workflows, giving them the ability to match specific needs of users to devices.

The increased print fleet will also see Brother's service and support footprint grow across the country, with additional service experts on hand to manage the personalised needs of different business customers.

Such needs include full nationwide coverage, 24/7 support 365 days a year (the only NZ print brand to offer this), immediate response times for larger organisations and enhanced reporting to ensure greater visibility and accountability.

"We're committed to retaining our position as the number one print brand for service and support, and through this product expansion Brother will continue to deliver the exceptional, personalised service business customers have become accustomed to," Walshe said.

Brother's Managed Print Services remains an integral part of its business offering, ensuring hands-on, personalised service and support.

With transparency at the heart of the business, Brother also commits to no hidden costs or contract 'hooks'. "Print should be easy and hassle-free for our customers. Something they don't have to worry or think about. That's our priority," Walshe adds.

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Notes to the Editor:

About [Brother International \(NZ\) Limited](#)

With a 60 year heritage, Brother International (NZ) is a market leading print and technology brand with a vision to become the #1 brand for SMB and ME business in New Zealand.

Servicing retail, corporate and business-to-business markets, Brother offers a full range of solutions from smaller A4 devices to high spec A3 MFDs (multi-function devices). With Managed Print Services (MPS) at the heart of its business, Brother is committed to ongoing, transparent relationships with customers, delivering them exceptional support while managing all their print needs.

Brother combines excellence in technology and innovation with exceptional customer service and genuine care for the environment. Rated as the number 1 print brand for service and support*, Brother paves the way with its 7-day Kiwi-operated helpdesk and extended 4 year on-site warranty.

www.brother.co.nz

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*Perceptive research 2018