

Press Release

Brother steps up efforts to reduce paper consumption in the Middle East with release of three new A3 Inkjet printers

Region's paper consumption to accumulate by 29 million tonnes in 2020

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Brother Gulf, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, is aiming to step up the campaign to reduce paper consumption with the Middle East release of the MFC-J591ODW, the MFC-J651ODW and the MFC-J691ODW, the three new additions to their A3 Inkjet printer range. The launch follows recent reports showing that the region's paper consumption will accumulate to over 29 million tonnes by the year 2020 despite efforts towards automation and paperless transactions.

According to Brother senior executives, the three new models have been designed to offer key features like double sided printing, use of maximum yield cartridges and are energy efficient, which play important factors in the efforts to reduce paper use and eliminate paper wastage. The units, which include wireless and duplex features, are the latest in Brother's growing line of A3 Inkjet Multi-Function Centres (MFC), which allows users to print, scan, copy and fax in A3 size in-house.

The MFC-J591ODW offers A3 print, combined with A4 copy, scan and fax capabilities in one stylish machine. The unit also offers borderless imaging printing and has print speeds of up to 35 ppm in monochrome format and 27 ppm in color format. The MFC-J5910DW can also connect to any wireless network using simple, fast and secure software, giving users the advantage of printing directly from any digital camera or media cards using Brother's photo capture centre. With the MFC, you can view, select and edit your images via the 1.9" Touch screen Colour LCD with Touch Sensitive Controls.

The MFC-J6510DW can connect and share with multiple users across existing wired or wireless networks. The unit has a range of features designed to save time, including direct scanning to a network folder, memory card or USB stick. The MFC comes with a user-friendly control panel and 3.3" color LCD display and also complies with the Energy Star environmental standard, ensuring low energy consumption and low noise levels.

Meanwhile, the MFC-J6910DW can produce high-quality documents of up to A3, with a range of professional features. The MFC comes with a 3.3" colour LCD touch screen to access the user-friendly menu system and range of user-friendly, time-saving functions, which includes scan to USB and email and preview fax messages. Users can also print from memory stick and media cards without turning on the PC. The MFC can also print out CD and DVD labels.

"Industry experts are saying that despite the shift towards full automation, the Middle East region is likely to still increase paper consumption in the next eight years, driving up to an alarming 29 million tonnes in 2020," said Ranjit S Gurkar, General Manager, Printing & Solutions Division MENA Brother International (Gulf) FZE. "Proving true to our commitment in helping drive in a reduction in paper use, we are announcing the release of three new A3 MFC's, the MFC-J6510DW, the MFC-J6910DW and the MFC-J5910DW. These new models are the results of our extensive research and development towards making full use of paper and seeking solutions to reduce or totally eliminate paper wastage. These printers are not only aimed at reducing paper consumption but also showcase other eco-friendly features like energy efficiency and leaves less carbon footprint on the environment."

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About Brother International (Gulf) FZE:

Brother International (Gulf) FZE is a subsidiary of Brother Group, Japan, one of the global leaders in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises. The company's headquarters for Middle East, Africa and Turkey, with fully integrated sales, marketing and services capabilities, is located at the Jebel Ali Free Zone in Dubai. Brother International (Gulf) FZE has authorized distributors across the MENA region, including Africa and Turkey. The core products of the company are Laser printers, Facsimile machines and Multi-Function Centres. Brother's product range also includes Labelling machines, Electronic Typewriters, Mobile Printing Devices, Home Sewing machines and Embroidery machines.

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