

News Alert

BROTHER INTERNATIONAL (GULF) FZE showcases its strong Japanese roots with release of new regional logo

New company branding to increase awareness of its rich Japanese heritage and its strong presence in MEA and Turkey

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BROTHER INTERNATIONAL (GULF) FZE, one of the leading global manufacturers of laser and Inkjet printing devices, has unveiled a new regional logo that showcases the company's 100 year history as a leading Japanese company. The new iconic logo, which is being positioned as the company's mark of excellence, has specially been created for the Middle East and African region (MEA) and Turkey. The logo is expected to create more awareness of the company's rich Japanese heritage and its century-wide commitment towards product and service excellence.

According to BROTHER INTERNATIONAL senior executives, the new logo features a motif, with elements of sharp cutting edges to denote the company's strong adherence to Japanese innovation and also makes use of the color of the cherry blossom tree, which is a very familiar icon in Japanese culture. The BROTHER INTERNATIONAL mark of excellence will also carry the standard text, 'Japanese Excellence for over 100 years,' and is expected to be used across the company's marketing material; printed advertisements; marketing collaterals produced by exclusive distributors, resellers and partners in the MEA and Turkey and also in today's various media outlets. Accordingly, radio ads and jingles will carry the line, 'Brother at your side' 'Japanese Excellence for over 100 years.'

"Despite the strong presence and leading market position that we have enjoyed in Turkey and the Middle East and African regions, not too many people are aware that we are a Japanese company that has been in existence for over a hundred years with a strong commitment to

excellence in the products we develop and the customer services that we offer. Releasing this new logo is a strategic branding exercise that not only looks towards increasing brand familiarity but also tells our customers that BROTHER INTERNATIONAL's products carry a long lineage of excellence. When customers see this brand, they are given the confidence and security of purchasing a world class quality product," concluded Soichi Murakami, Managing Director, BROTHER INTERNATIONAL (GULF) FZE.

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About BROTHER INTERNATIONAL (GULF) FZE:

BROTHER INTERNATIONAL (GULF) FZE is a subsidiary of Brother Industries, Ltd., 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, scanners Mobile Printing Devices, Home Sewing machines and Embroidery machines.