

Press release:

Brother Introduces Innovative New Holographic Security Label

November 27, 2013

Brother Industries, Ltd., has introduced an innovative holographic security label^{*1} replacing the current holographic security label that gives customers the ability to identify genuine Brother Consumables at the point of purchase - before they buy. The label is introduced for ink cartridges, toner cartridges and drum units for Brother Printers and All-in-Ones – the production started in September and all cartons will carry the new labels in the months to come while the current stocks are sold out in the market.

Along with the continued, aggressive legal action against counterfeiters, the new security label is critical to the Brother Group's active approach to combating the availability of inferior counterfeit Brother Consumables.

Until now, there was no practical method for customers to distinguish between high-quality, genuine Brother Consumables and inferior, trademark-infringing counterfeits prior to their purchase. Consequently, some customers may have experienced poor product performance or outright product failure, likely caused by the counterfeit consumables they unwittingly bought.

In an effort to limit consumer exposure to low-quality counterfeit products, Brother has adopted a revolutionary holographic security label.

Each security label has two holograms that provide definitive visual authentication, and the online authentication system allows users to verify the authenticity of the product in hand by scanning a Data

Matrix code with a Smartphone or entering the unique product identification number at www.brother.com/id/. The online authentication system features the additional functionality of empowering consumers to report suspicious or counterfeit products directly to Brother Group, resulting in quick action to eliminate counterfeit products from the market.

Brother is pleased to leverage this authentication technology to instill customers with confidence that they are purchasing high-quality, reliable, genuine Brother Consumables. Customers gain true peace of mind from immediate, on-site authentication, while Brother gains the ability to move swiftly to address suspected cases of counterfeit sales and distribution.

■ *1: Holographic security label image



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About BROTHER INTERNATIONAL (GULF) FZE:

BROTHER INTERNATIONAL (GULF) FZE is a group company 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 Centers. Brother's product range also includes Labeling machines, Electronic Typewriters, Mobile Printing Devices, Home Sewing machines and Embroidery machines.

NOTE: All brand and products names are trademarks or registered trademarks of their respective companies.

Japanese Excellence:



BROTHER INTERNATIONAL (GULF) FZE 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. 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.'