

Brother Aims Printers at Small, Home Offices

Written by Alice Marshall
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Brother presents a next generation of digital colour printers, with models ranging from single-function printers to all-in-ones, aimed at home and small office customers-- the MFC-L3710CW, MFC-L3750CDW, MFC-L3770CDW, HL-L3210CW, HL-L3230CDW, HL-L3270CDW and HL-L3290CDW.



The flagship printer in the lineup is the MFC-L3770CDW, a full-function model offering features such as an auto document feeder and multi-purpose tray. A successor to the popular HL-L3170CDW, it promises to be even better through improvements such as laser-quality sharp text and vivid images, as well as faster printing speeds, robust build improvements and "touch to connect" printing via NFC.

All the printers combine simple-to-use business features with flexible paper handling and mobile printing options in a compact size, allowing small and home office users to enjoy "outstanding" colour laser printing. The printers are also auto-fulfillment enabled, meaning replacement toners can be automatically shipped before customers run out.

"Research has shown measurable results from printing business documents in color," the company says. "From increasing recall to emphasizing important messaging and information, color printing can be a dynamic tool for small businesses with employees on the go, and with the new lineup, we've made it easier and more affordable than ever before."

The new Brother printer series is available now.

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