Retail Solutions from Brother

Reliable products for the retail location, the warehouse, and the corporate office.

Full Line of Retail Solutions

Printers

Fax

Labeling

Scanners

Mobile

For more information please call toll-free **1-866-455-7713**,
or visit **www.brother.com**

brother
at your side

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FSC

Brother Earth
www.brotherearth.com
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at your side

Technology is Changing Fast

Retailing has never been easy. Technology is developing at a rapid pace. IT departments are challenged to control costs while keeping up. Brother understands. We offer cost-effective solutions to the often overlooked input and output functions common to major retailers. As a responsive partner we can work with you to create solutions to the workflow challenges you face throughout your business.

Today's Retail Challenges

Securing Open Networks

Hackers are looking for any way to enter retailer networks. Brother knows security is a top priority and supports the latest industry security protocols. Through our unique Special Solutions Team, Brother can work with your IT department to develop customized solutions to meet your most urgent needs. From disabling Wi-Fi to developing customized print drivers and firmware, let Brother help ensure the security of your imaging environment.

Mobility is Changing How We Work

With expanding use of Wi-Fi in retailing, every employee can have access to information to make the shopping experience better and more profitable. Brother offers a variety of options to enable printing from and scanning to virtually all the major mobile devices and operating systems.

Omnichannel Retailing

More and more purchases are occurring online. Products are either shipped directly to a customer's house from the warehouse or for in-store pick up. Both methods produce very different challenges. Brother has the flexibility to offer unique input and output solutions ensuring the warehouse can keep up with the order flow and the stores can meet customer demands – simply and easily.

6 Key Reasons to Choose Brother:

1 Reliability

Brother markets a wide selection of products designed and built with a single goal in mind – to exceed customer expectations. Brother has won numerous awards for reliability including the *PC Magazine* coveted "Business Choice" Award for 3 years in a row.

2 Compact Size

The back office is a tight fit at most retail sites. Brother has affordable, compact solutions for even the smallest back offices to help make every square foot available, sellable and productive.

7.2"   14.2"   14"

3 Major Account Program

Our Major Account Program delivers a set of services that ensure Brother products and services are just what your organization needs.

· Customized Service Programs tailored to meet the specific needs of your organization

· Major Account Express Exchange with warranty replacement units delivered next business day

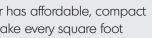### 4 Competitive Pricing and Cost of Ownership

Brother offers a Volume Print Program (VPP) for customers who commit to using Brother products and their requisite Genuine Brother Supplies (toners and drums) for a three-year term. Under this program, organizations receive warranty extensions for up to three years as well as discounts on Genuine Brother Supplies.

5 Security

Brother supports the latest industry security standards and protocols. Our products support advanced functionality including secure function lock, job login, secure PDF, and Active Directory. Brother also offers SSL-based solutions that can easily integrate with your company's security standards including IPPS, secure management, IEEE 802.1x, Secure E-Mail Certificate and more.

6 Advanced Software and Technology Solutions

Brother wireless and wired products offer advanced technology features. These include network scanning, Scan to FTP, Scan to SFTP, and Scan to Network Folder (CIFS) to name just a few. Our solutions can help your IT department manage and support your operations efficiently and effectively.
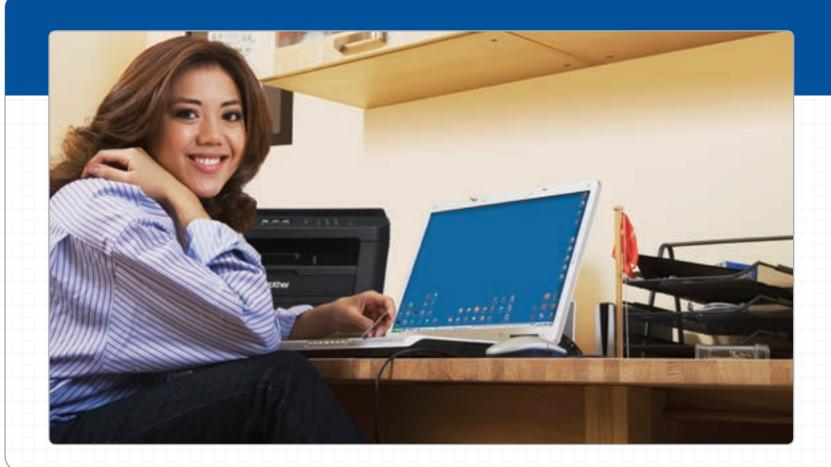
See Brother solutions for every area of your retail environment.

Lift here to learn more!

Active Directory is a trademark of Microsoft Corporation in the United States and/or other countries.

Retail Store – Back Office

Brother has compact solutions for printing, copying, scanning and faxing that fit even the tightest back-office spaces.

MFC
- General Report Printing
- Small Signage
- In-Aisle Laser Shelf Tags
- Planograms
- Registry

Scanners
- Loyalty Card Applications
- Resumes
- Driver Licenses
- Scan to FTP Solutions

Retail Store – In-Aisle

Brother in-aisle labeling solutions allow floor staff to generate shelf-edge labels, tags, and receipts virtually anywhere in your retail environment.

Desktop / Mobile / Label Printers
- Name Tags
- Price Marking
- Shelf Labels
- Asset Tracking
- Return Labels

How may I help you?

Lauren Jones
Sales Associate

Warehouse

Brother solutions for retail warehouses range from high-volume, centralized back office network printers to wireless-enabled mobile barcode label printers.

MFC / Scanning
- General Report Printing
- Pick Tickets
- Inbound Freight

Mobile
- Pick Tickets
- Labeling
- Truck Delivery Invoices

Labeling
- Shipping Labels
- Serial Number Labels
- Asset Tracking
- Quality Labels
- Work in Process Labels
- Parts

Corporate

Through the Brother Balanced Deployment approach, we can assess your current output infrastructure and right-size your organization's output environment.

Workgroup Printing
- Pod Deployment

Executive Offices
- Compact
  Mid-size Printers

Labeling
- Address Labels
- Filing
- Visitor Management

OmniJoin
- Multi-location Training

OmniJoin
meet smarter.