The Brother MFC-8950DW

versus HP LaserJet Enterprise 500 MFP M525dn

The MFC-8950DW proves superior to the HP LaserJet Enterprise 500 MFP M525dn, offering lower running costs, lower power consumption and a more environmentally friendly design.

- ✓ "Highly Recommended" by BLI
- ✓ Lower purchase price and cost per page result in significant lifetime running cost savings
- ✓ Strong feature set including wireless networking and faxing for more than €800 less than the HP model
- ✓ Lower power consumption for even greater savings
- ✓ Faster tested recovery time means less waiting for jobs out of sleep mode
- ✓ Brother iPrint&Scan includes support for more languages than HP's app, plus compatibility with Windows phones

Certified "Highly Reliable" and "Highly Recommended" by BLI

When subjected to BLI's rigorous lab testing, the MFC-8950DW received BLI's "Highly Recommended" rating, demonstrating flawless reliability by producing 50,000 impressions without a single misfeed or required service. Other key strengths of the MFC-8950DW include standard wireless connectivity, standard automatic duplex printing, very good overall image quality and a low purchase price, according to BLI. A testament to its robust design and excellent performance, the MFC-8950 Series was awarded a coveted Winter 2013 BLI "Pick" award as Outstanding A4 Monochrome MFP for Small Workgroups.
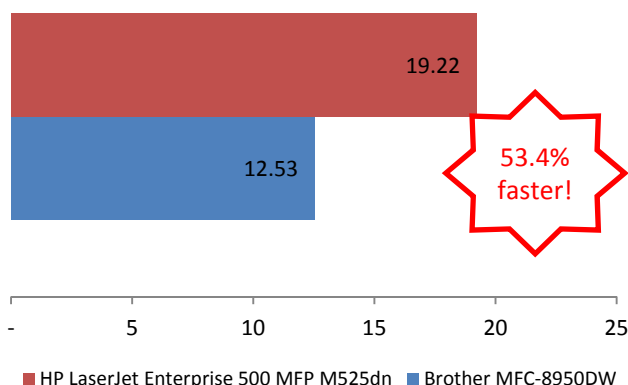
"In spite of its low price tag, the MFC-8950 includes a robust feature set, with standard fax and wireless interface. Adding even more value is the full-featured scanning, support for printing from mobile devices via AirPrint and Brother's iPrint&Scan app, and a touchscreen display that features Web Connect, which lets users access Google Drive, Evernote and Dropbox accounts right at the panel."

--Lynn Nannariello, BLI's assistant managing editor

Faster Speeds When You Need Them Most

While tested speeds were comparable for both models, the Brother MFC-8590DW was much faster when recovering from overnight sleep mode. In a typical office environment, a printer spends much of the day in sleep mode, so recovery time key to worker productivity. When printing a single-page from sleep mode, the Brother model was about 53.4% faster, enabling workers to get their printout and get back to work, while HP users are left waiting.

Data from BLI's Lab Test Reports on both models. Device sits idle overnight; a single-page black Word document is then sent. First-print time indicates the time it took to warm up, process, image and deliver the first page of the test document to the output tray. A lower number indicates faster performance.

First-Print Time from Overnight Sleep (In seconds)

19.22	
12.53	53.4% faster!

- ■ HP LaserJet Enterprise 500 MFP M525dn
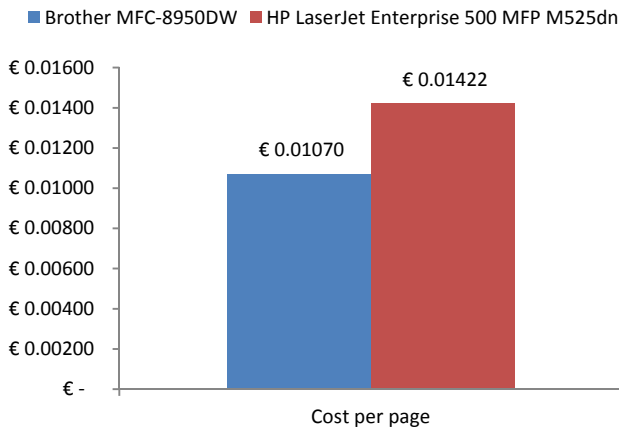- ■ Brother MFC-8950DW

Get More Value with the MFC-8950DW

Low Purchase Price Saves Users Money Upfront

The Brother MFC-8950DW costs 54.5 percent less than the HP LaserJet Enterprise 500 MFP M525dn. Not only is the MFC-8950DW's base price lower than that of the LaserJet Enterprise 500 MFP M525dn, but the Brother unit includes a wireless interface and faxing as standard, both of which are optional for the HP model. Once those options are added, users could buy three MFC-8950DWs for the price of one HP printer!

	Brother MFC-8950DW	HP LaserJet Enterprise 500 MFP M525dn
Base Price*	€699	€ 1,536.97
Wireless interface	No charge	€ 284.87
Faxing	No charge	€ 302.52
Total	€ 699	€ 2,124

Prices provided for the German market in Euros, based on BLI's extensive product specification database.

Brother MFC-8950DW ■ **HP LaserJet Enterprise 500 MFP M525dn**

Cost per page

Lower Cost Per Page Saves Money with Every Print

BLI's lab testing determined that the Brother MFC-8950DW offers a cost per page that's about 25% lower than that of the HP model, so users save money with every page they print.

Data from BLI Lab Test Reports. CPP based on pricing supplied by the manufacturers, BLI's toner yield testing, using the ISO 19752 test document printed in default mode and Brother's rated yield for the drum.
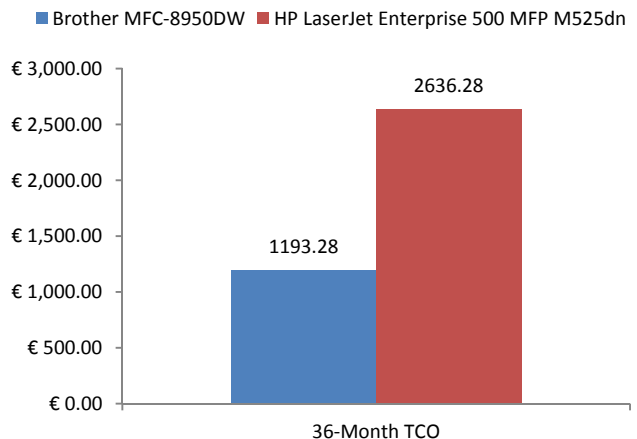
Save even more over time with the Brother MFC-8950DW

Over Time The Savings Really Add Up

Adding it all up to determine total cost of ownership, buyers must consider the upfront investment, cost per page and the typical number of pages printed to determine a printer's total lifetime costs.

Because the Brother unit costs about half of what the HP LaserJet Enterprise 500 MFP M525dn does, users realize much greater savings up front. In the example depicted here, it's easy to see that, for printing up to 1,000 impressions per month over 36 months, the Brother MFC-8950DW is clearly a better value.

Estimated Lifecycle Cost (In German €)*

Brother MFC-8950DW ■ **HP LaserJet Enterprise 500 MFP M525dn**

36-Month TCO

Prices provided for the German market in Euros at time of BLI lab test report publication. CPP based on pricing supplied by the manufacturers, BLI's toner yield testing using the ISO 19752 test document printed in default mode, and rated yield for the drum kit. (CPP as determined by BLI; MFC-8950DW: €0.0107; LaserJet Enterprise M525dn: €0.01422) TCO is calculated for the base model. Based on one unit printing 1,000 pages monthly for 3 years.

Brother Lets You Print "Green" (And Save Money)

Greater Energy Savings Lowers Costs...

Business users don't want to sacrifice performance to conserve resources. With the Brother MFC-8950DW, users get fast speeds and better energy efficiency than with the HP LaserJet Enterprise 500 MFP M525dn. Because of its lower power consumption in nearly every mode, especially idle and sleep modes (in which printers spend the majority of the time), the Brother model uses significantly less energy. In fact, the Typical Electricity Consumption (TEC) Value of the MFC-8950DW is 35.9 percent less than that of the HP LaserJet Enterprise 500 MFP M525dn, so users not only pay less money to buy the Brother model, they pay significantly less to power it, too.

Rated Energy Use By Mode	Brother MFC-8950DW	HP LaserJet Enterprise 500 MFP M525dn
Energy Used in Power Save Mode	1.6W	9.6W
Energy Used in Ready Mode	9.8W	30W
Energy Used While Copying	702W	785W
TEC Value	2.6 KWh	4.016 KWh

Rated power use for each mode based on manufacturer specifications

Rated 5 Stars for Environmental Performance

Received a Higher Rating in BLI's Energy Testing

When both devices were subjected to BLI's environmental testing, the MFC-8950DW received the highest rating (5 out of 5 Stars) overall, while the HP LaserJet Enterprise 500 MFP M525dn earned only 4 Stars overall. Key advantages of the MFC-8950DW include lower than average projected annual energy consumption; above average tested impressions-per-gram yields; automatic duplexing and blank-page removal in print mode to help reduce paper waste; toner-save mode to help reduce toner use; job review mode to help reduce paper and consumable waste while printing; and the fact that the unit faxes/scans without full machine warm-up. BLI's environmental test report criticizes the HP model for lacking a job review mode, which may increase paper and consumable use.

As shown by BLI's power testing, the Brother unit uses about half the electricity of the HP model; power cost and CO_2 are also considerably lower. Even better, the MFC-8950DW uses a separate long-life drum with a rated yield of 30,000 pages, which is more than twice the life of the drum in the LaserJet Enterprise 500 MFP M525dn's toner cartridge, so Brother users send less than half as much drum waste to the landfills as HP users.

	Brother MFC-8950DW	HP LaserJet Enterprise 500 MFP M525dn
Overall Rating	★★★★★	★★★★
Energy Consumption And Costs	★★★★★	★★★★
Projected Annual Energy Consumption	67.3536 kWh	124.1168 kWh
Projected Annual CO2 Emissions	27.2 kg	50.1 kg
Projected Annual Energy Cost	9.50 €	17.50 €

Based on BLI lab testing Included in the projection is the cost of power for the device while in sleep mode and over the weekend. The energy costs are based on 2009 rates for the United States and Canada, and 2008 rates for the United Kingdom and Germany, as follow: USD: $0.1061; GBP: £0.1033; German Euro: € 0.1410; CDN: $0.1067. These values are multiplied by the kWh to arrive at a cost per kWh. Based on 60,192 impressions per year—actual usage may vary.

Award-Winning Environmentally Friendly Design

During BLI's real-world environmental job stream test, the 42-ppm Brother MFC-8950 Series consumed a whopping 41 percent less energy than the competitive average at the time of testing, making it one of the most energy-efficient models and earning the device BLI's "Outstanding Achievement" recognition.

"BLI is proud to honor the MFC-8950 Series with this award, which helps to further promote not only the energy-saving technologies available to A4 monochrome MFPs in the small workgroup market, but also the general idea of environmental awareness. Brother's technological accomplishment in this market is truly something to emulate."
-- Lisa Reider, BLI senior product editor for environmental testing

Brother International Europe Ltd.
MFC-8950 (Wired) Series/DCP-8250DN

Outstanding Achievement
in Energy Efficiency

Advanced printing for mobile workers

For workers on the go, printing important documents from mobile phones and tablets can be challenging. Brother iPrint&Scan is a free downloadable app for Android, Apple® iOS and Windows Phone devices that provides mobile printing and scanning functionality when linked with compatible Brother printers and MFPs.

Brother's iPrint&Scan app offers key advantages over HP, including a greater choice of languages, support for Windows phones and the ability to print via a Bluetooth connection. In fact, users must download different apps for different mobile devices (ePrint app for iOS and ePrint Home & Biz for Android). Even better, when working with MFPs on the network, the Brother app allows scanned documents to be emailed, saved to iCloud or stored on the mobile device; HP offers scanning only via the Home & Biz App for Android users.

BLI's evaluation praised Brother iPrint&Scan for being easy to download and install, offering support for Microsoft formats, a Google Drive storage feature and a file-sharing feature that allows document transfer between the workstation and mobile device.

	Brother iPrint&Scan App v 3.5	HP ePrint App	HP ePrint Home & Biz App
Client PC operating systems supported	iOS 5.0 or later Android 2.2 or later Windows Phone OS 7.0, 7.5, 8.0	iOS 4.2 or later	Android 2.1 or later Symbian OS
Languages supported	English, French, Italian, German, Spanish, Chinese (simplified & traditional), Danish, Dutch, Finnish, Japanese, Korean, Norwegian, Portuguese, Swedish	English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish	English, French, Italian, German, Spanish
Print from iOS devices	Yes: iPhone, iPad, iPod Touch	Yes: iPhone, iPad, iPod	No
Print from Android devices	Yes: Android, Kindle Fire	No	Yes
Print from Windows Mobile devices	Yes	No	No
What requirements does a printer/MFP need to meet to be compatible	Connection to a wireless network via Wi-Fi or Ethernet	Networked device and/or ePrint compatible device	HP ePrint-enabled
Print via Bluetooth connection	Yes	No	No
File formats supported for printing	Email (Android/Kindle Fire using a Gmail account only), png, ppt, pdf, jpg, tiff, txt, Word, Excel	bmp, docx, gif, pptx, pdf, jpg, tiff, txt, Word, Excel	pdf, jpg, tiff, txt, xps, Word, Excel
Scan directly to mobile device	Yes	No	Yes
Scan to e-mail using mobile device app	Yes	No	No
Scan to cloud repository using mobile device app	Yes	No	No
Files formats supported for scanning	pdf, jpeg	Not applicable	pdf, jpeg
Allows user to select/change scan attributes at mobile device	Yes	No	Yes

Key Specifications At-A-Glance

	Brother MFC-8950DW	HP LaserJet Enterprise 500 MFP M525dn
Black Speed (ppm)	40	40
Max. monthly duty cycle	100,000 impressions	75,000 impressions
Document feeder	50-sheet DSPF	50-sheet RADF
Rated toner yield (pages)	12,000	12,500
Rated drum yield (pages)	30,000	12,500
Wireless interface	Standard	Optional