

brother
at your side



I think it's in the yellow folder?

Brother's new PT-D450VP and PT-D600VP office label printers

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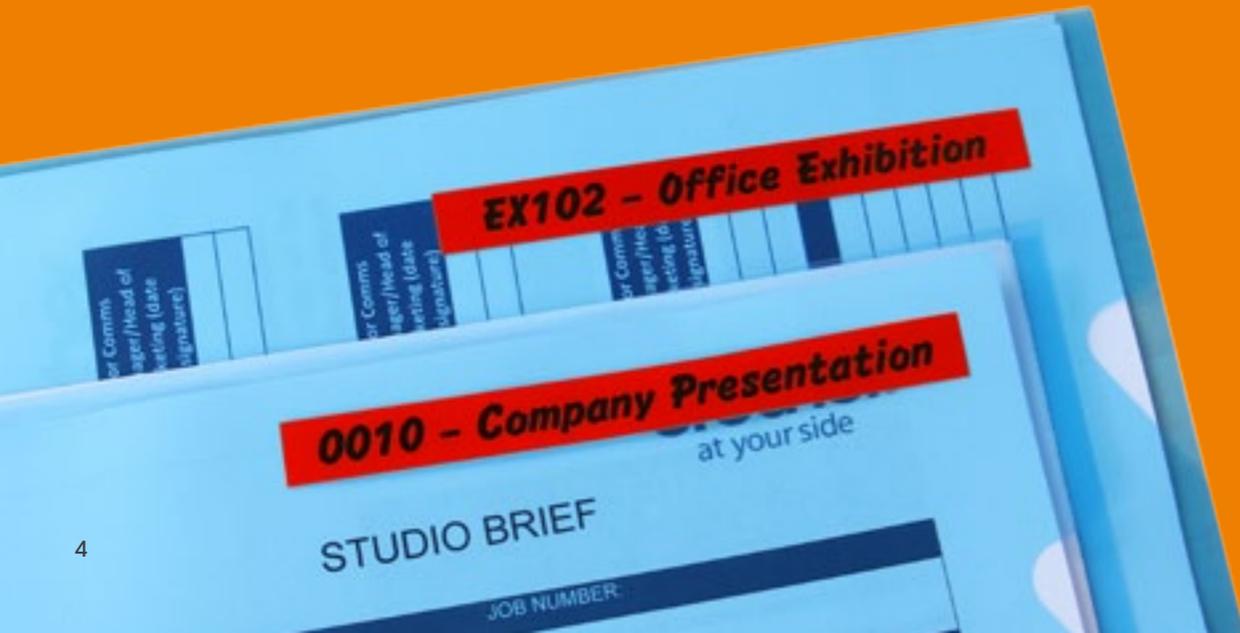
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Introduction

We've developed two new **best in class** label printers

Every office has them. The people who unplug the computer instead of the phone charger. Or the ones who 'file' a document in one of 20 identical folders. And there's always that certain person who uses your favourite mug without asking. With this in mind, we're introducing two new labelling machines to help avoid those little mishaps that can occur in the office.

Brother's new **PT-D450VP** and **PT-D600VP** labelling machines have been created especially for the office and workplace market. With **fastest in class print speeds**, **improved screen displays** and a whole host of other fantastic features, they can solve a wide range of office based problems and predicaments, from labelling equipment to printing warning signs.



Why choose Brother?

From the #1 brand* in the labelling market

As the number one brand* in the labelling market, it's our ambition to provide the technology and support that helps companies and individuals achieve their goals. Along the way, we're raising the standard of the market too, with a great range of class-leading features.

Seize the day

Now is the best possible time to profit from this growing opportunity – especially with Brother at your side. We've seen a **+27% year-on-year unit sales growth in the P-touch category***. So when you stock our new machines, you know you're stocking a popular brand that is guaranteed to sell. The profits won't just stop at the initial sale either, there's plenty more to come when you sell the tape supplies too.

* GfK UK, Labelling Machines, Panelmarket, Sales Units, Jan-Sep 14





Has anyone seen my mug?

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What to label in the office?

Help make the workplace more efficient

The PT-D450VP and PT-D600VP have been designed to make them perfect for the modern workplace desktop. The compact design of the machines, alongside their sleek new look, ensures they fit in at any office workstation. They have a multitude of great benefits that help make the workplace more efficient and eliminate those little irritations that have staff tearing their hair out.



Organisation

Searching through drawers full of identical files and folders is a real time killer and a test of anybody's patience. With Brother label machines, there's a huge variety of different fonts, images and tape colours, letting people create the perfect label and ensure everything is clearly identified and easy to find.

And box files don't have to be boring, offer your customers the chance to add a splash of colour to their office organisation with Brother's bold and bright tape selection.

Identification

Whether it's laying claim to a cup or establishing which charger goes with which laptop, proper identification helps offices run much more smoothly. Our new machines are perfect for identifying anything and everything in the workplace, from USB sticks and tablet computers to cabinet keys and staplers.

Instruction

Whilst most offices are pretty safe places, there are still potential hazards that could cause problems for workers and their employers. Brother's larger size labels are perfect for pointing these out in the workplace, whether that's a hot water tap or damaged plug socket. But even when there's less on the line, they can still give clear, helpful instructions that always get the message across.

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Premium features and benefits

Ideal for the office environment

The PT-D600VP is our flagship 24mm labelling machine, replacing the PT-2730VP. And the 18mm PT-D450VP replaces the PT-2030VP. Their range of premium features makes them ideal for the office environment, whether it's organising files, creating warning or instructional labels or simply identifying office assets.

High-speed printing and cutting

Both machines offer lightning quick printing speeds, as well professional auto-cutting mechanism that makes printing labels even quicker.

Computer connectivity

Both machines can be connected to a PC or Mac allowing anyone to create their own bespoke, high-resolution designs using the complimentary PT Editor software.

Built-in memory

Both machines have built-in memory to store label designs for future use, saving time on label creation.



Improved error messaging

The improved LCD screen not only highlights errors, but also reveals the solution, making label creation easier and quicker.

Office-friendly design

The new, larger keyboard makes typing much easier, whilst a new colour and sleeker profile make it more suitable for the workplace.

Actual preview

With a full-size preview of labels on screen, editing is simpler and misprinting less likely.

Tape detection technology

Both machines can detect what size tape is being used, helping to cut label creation time.

PT-D600VP and PT-D450VP

Specification of the new models



PT-D450VP

- Prints up to 20mm per second
- Holds up to 50 user-created label designs
- Quick key functionality
- Large keyboard
- Prints 5 lines at up to size 42 font

PT-D600VP

- Prints up to 30mm per second**
- Holds up to 99 user-created label designs
- Full-colour screen
- Tape colour detection technology
- One-touch key input
- Large keyboard
- Prints 7 lines at up to size 48 font

Transitions

Previous model:

PT-2030VP



Improvements from previous models

PT-D450VP

Improved display

Better screen resolution (and backlit)

Bigger keyboard

+30% than PT-2030VP (quick typing is now possible)

Fastest labeller in its class (18mm)

Spend less time waiting

Addition of PC Connectivity

Software is supplied with the machine - for Vista, Windows 7 & 8 and (new) Apple OS/X 10.6-10.8

More design options

Use with PT-Editor (5.1) label design software

New design

More professional looking

Intuitive error message

Tells you how to solve the problem

Smart user interface

(Quick keys) - making it easier and quicker to use



Transitions

Previous model:

PT-2730VP



Improvements from previous models

PT-D600VP

Improved display

Better screen resolution

Actual high res preview of the label

Avoid errors and re-printing

High print resolution mode

Up to 180 x 360dpi

Bigger keyboard

10% bigger than PT-2730VP (touch typing is now possible)

Fastest labeller in its class (24mm)

Spend less time waiting

More design options

Twice the number of templates than the PT-2730VP plus you can now use with PT-Editor (5.1) label design software

PC & MAC connectivity

Software is supplied with the machine - for Vista, Windows 7 & 8 and (new) Apple OS/X 10.7-10.9

New design

More professional looking

Intuitive error message

Tells you how to solve the problem

Smart user interface

(Function key) - making it easier and quicker to use



Competitor Comparison

PT-D450VP

Brother advantages over LM360D

- PC Interface
- Wide PC style keyboard
- More line printing
- Faster print speeds
- Higher screen resolution
- Backlit display
- More fonts
- More symbols
- More frames
- More block layouts
- Barcode capability
- Auto formatting
- Auto tape detection (vs. manual process of setting the tape)
- Better memory capacity (up to 50 labels)
- Laminated tapes for extra durability

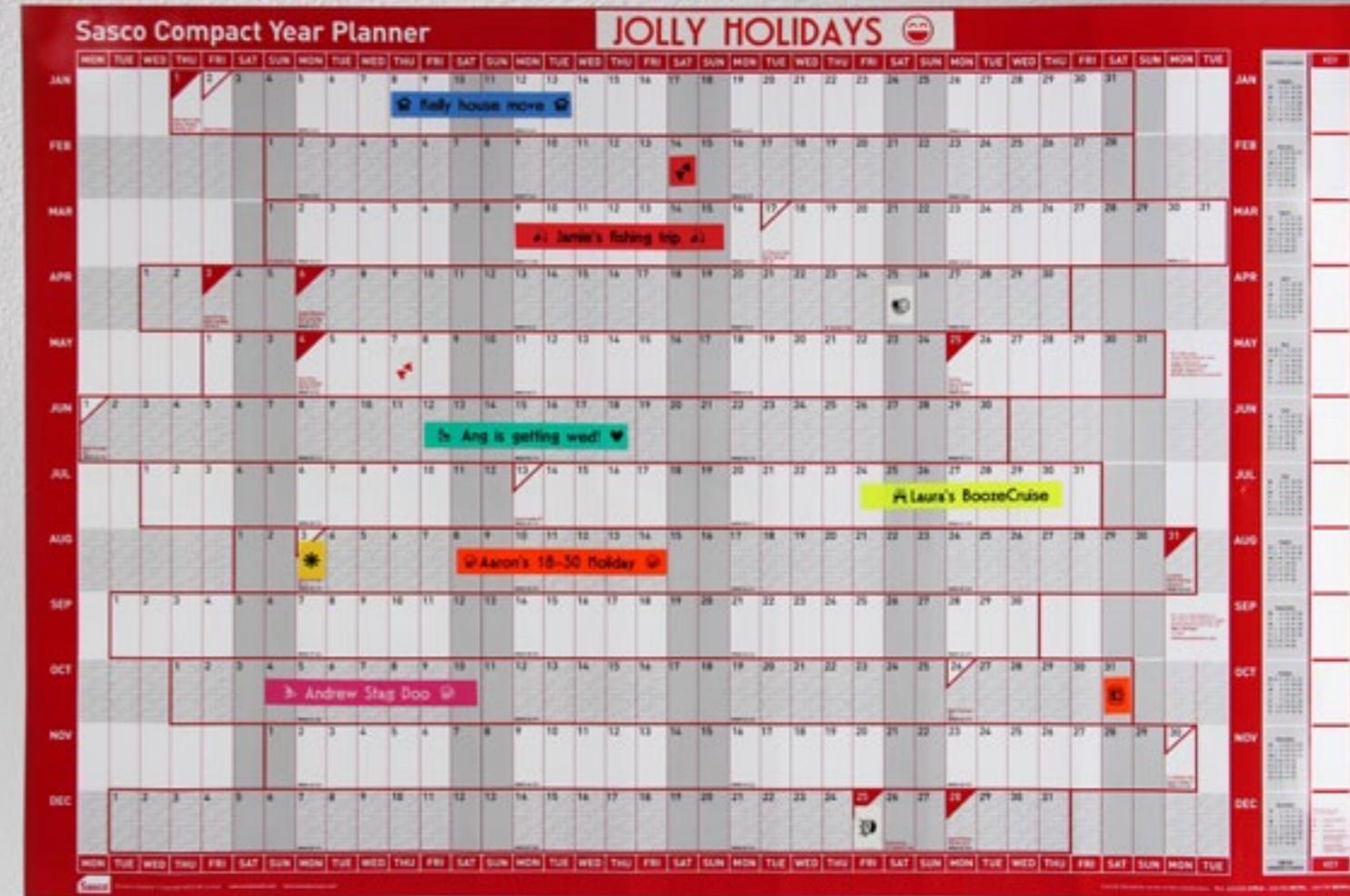
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Compare the features to see why Brother comes out on top



Competitor Comparison

PT-D600VP

Brother advantages over LM500TS

- Wider keyboard
- Colour detection
- Auto tape detection (vs. manual process of setting the tape size)
- Faster print speeds
- More fonts
- More symbols
- More frames
- Laminated TZe tapes for extra durability

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Supplies

Great selection of different tape types for every office solution

A tape for every task

Our new P-Touch label machines work with up to 100 different TZe tape cartridges. With everything from black on white to bright pink and silver finishes, there's a huge choice of different tape colours suitable for any and every office situation.

A great selection of different label types, including adhesive, fabric and tamper-evident varieties, ensures your customers will always find what they're looking for. And Brother tapes are some of the toughest money can buy, so when they label something - it stays labelled.

3.5mm	6mm	9mm	12mm	18mm	24mm
Standard Laminated - 8m					
	TZe-111	TZe-121	TZe-131	TZe-141	TZe-151
			TZe-132		
			TZe-133		
			TZe-135	TZe-145	
	TZe-211	TZe-221	TZe-231	TZe-241	TZe-251
			TZe-231S*		
		TZe-222	TZe-232	TZe-242	TZe-252
		TZe-223	TZe-233	TZe-243	TZe-253
			TZe-334	TZe-344	TZe-354
	TZe-315	TZe-325	TZe-335	TZe-345	TZe-355
		TZe-421	TZe-431	TZe-441	TZe-451
			TZe-431S*		
			TZe-435		
		TZe-521	TZe-531	TZe-541	TZe-551
			TZe-535		TZe-555
	TZe-611	TZe-621	TZe-631	TZe-641	TZe-651
		TZe-721	TZe-731	TZe-741	TZe-751
Fluorescent Laminated - 5m					
			TZe-B31		TZe-B51
			TZe-C31		TZe-C51
Matt Laminated - 8m					
			TZe-M31		
			TZe-MQL35**		
			TZe-MQP35**		
			TZe-MQG35**		
Non-Laminated - 8m					
TZe-N201		TZe-N221	TZe-N231	TZe-N241	TZe-N251
Flexible ID Laminated - 8m					
	TZe-FX211	TZe-FX221	TZe-FX231	TZe-FX241	TZe-FX251
	TZe-FX611	TZe-FX621	TZe-FX631	TZe-FX641	TZe-FX651
Strong Adhesive Laminated - 8m					
		TZe-S121	TZe-S131	TZe-S141	TZe-S151
	TZe-S211	TZe-S221	TZe-S231	TZe-S241	TZe-S251
		TZe-S621	TZe-S631	TZe-S641	TZe-S651
Fabric - 3m					
			TZe-FA3		



I'm just going to charge my...

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Actual tape colours may differ slightly from the printed colours.
* Tape length is 4m / ** Tape length is 5m



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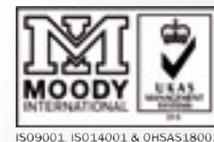
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ISO9001, ISO14001 & OHSAS18001