Brother Unveils New Color Laser Printers Designed to Meet the Growing Needs of Small and Medium Businesses

Refreshed lineup delivers enhancements in image quality, security, sustainability, and scanning features to support today's work teams.

Bridgewater, NJ – October 7, 2025. Brother International Corporation, an industry leader in imaging and document management solutions, today announced the launch of its next generation business color laser printers and all-in-ones designed to meet the needs of small and midsize businesses. The refreshed lineup supports maximum productivity in high-demand environments with robust printers built to meet the current demands of document management, offering reliability, performance, and security.

The printers offer multiple enhancements that will assist businesses in navigating the transition from hard-copy documents to digital archives and accelerating document management optimization, with an emphasis on cost savings.

"We're listening to our customers and focused on delivering the tools they need to drive productivity, in a more fluid and flexible office place," says Fernando Maroniene, Sr. Director of SMB Product Marketing. "This latest lineup can be easily and remotely set up, managed, and supported while creating professional output for busy work teams.

Key Product Features and Enhancements

The Brother single function and all-in-one color laser printers are ideal for busy teams, offering professional business printing, advanced security and scanning features, expandable paper capacity, and flexible connectivity. Customers will appreciate a host of upgraded features:

- **Fast, High-Quality Output**: Lifelike color and sharp black output for professional results. A faster first page out time (FPOT) reduces the time it takes to print documents, which is crucial for fast-paced environments such as retail and healthcare.
- **Durable Design, Reduced Size.** Built for dependable performance and efficiency, these models are ideal for today's business needs. Additionally, the all-in-ones are over 25% smaller than their predecessors, making them suitable for a variety of workspaces.
- **Enhanced Scanning Capabilities and User Interface:** Most of the all-in-ones feature a 7" color touchscreen, which allows for scan preview and the creation of up to 64 customized time-saving shortcuts, including direct scanning to popular business cloud services, email, SharePoint, SSH Server (SFTP), and more.
- **New Eco-Friendly Features**: The company's first laser lineup with 100% EPS-free (expanded polystyrene) packaging for all printers, supplies, and accessories. Additionally,

all models are ENERGY STAR® certified, and the majority have received EPEAT® Gold-rated certification.

- **Advanced Security:** Triple Layer Security to secure devices, protect sensitive documents in transit to and from print devices, and safeguard networks. Features include:
    - Integrated NFC card reader for easy badge authentication.
    - Secure Print+ enables secure job release and storage of secure print jobs.

  The new printers passed the strict security of Keypoint Intelligence Security Validation Testing for device penetration to ensure further protection against vulnerabilities in the device firmware/OS, ports, print protocols, embedded web pages, connectivity avenues, and other areas.

Advanced Capabilities and Value with Brother Workhorse Printers

Today's busy work teams need to connect digitally across multiple sites to drive business continuity from any location. The Brother Workhorse printers provide extended capabilities and value for organizations with multiple business locations and busy office work teams, including:

- **Device management solutions.** Powerful deployment and management tools help maximize productivity by enabling the mass distribution of device configurations, security settings, firmware updates, and task automation.
- **Ultra High Yield replacement toner cartridges.** Brother Genuine TN637 replacement toner cartridges provide 10,000 pages black and color for a low total cost of ownership. Brother Workhorse models also include additional toner for built-in value.
- **Eligibility with Brother Value Print Program Plus.** This new program offers discounts on Brother Genuine supplies to customers who commit to purchasing and installing select Brother printers and all-in-ones, along with Brother Genuine supplies for a three-year period. Additionally, VPP+ provides access to a cloud-based remote monitoring, reporting, and management platform that enables easy supplies replenishment and device configuration. The Connect to Server onscreen button provides easy setup and pairing of a compatible device to the cloud platform.

Availability

The new printers will be available from Brother authorized partners in the coming weeks. The models include the HL-L8430CDW, HL-L8430CDWT, MFC-L8730CDW, and MFC-L8930CDW.

Brother Workhorse models are sold exclusively to Brother Gold Authorized Partners and include the HL-L8570CDW, MFC-L8970CDW, and MFC-EX575.

For further information, including detailed technical specifications, pricing, availability, or to find an authorized partner or reseller, visit Brother-usa.com.

About Brother International Corporation

Brother International Corporation has earned its reputation as a premier provider of home office and business products, products for the sewing and crafting enthusiast as well as industrial solutions that revolutionize the way we live and work. Brother International Corporation is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales exceeding $6 billion, this global manufacturer was started more than 100 years ago. Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas. It has fully integrated sales, marketing services, manufacturing, research, and development capabilities located in the U.S. In addition to its headquarters, Brother has facilities in California, Illinois, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru, and Mexico. For more information, visit www.brother.com.