

Introducing the QL-700 - Brother's Fastest Label Printer

• Ideal for any job with fast print speed of 93 labels per minute • Easy to use drop in label rolls with built-in spools • Versatile use with a range of die-cut and continuous length labels • Quick and professional results with automatic cutter

Sydney, Australia

February 7th, 2012 - Brother announces the release of the latest in their line of versatile label printers. The new QL-700 boasts a super-fast print speed of 93 labels per minute making it ideal for both small and large jobs that require labels to be printed quickly and easily. Brother's commitment to print labels quickly and professionally is testament with the new QL-700. said Ms Aylin Dincsoy, Marketing Manager (Electronic Stationery), Brother International Australia. The Brother QL-700 is ideally suited for office and home usage, as well as vertical markets including Medical, Retailing, and Shipping. Users can produce popular labels such as address or shipping labels quickly, easily and professionally. A range of pre-designed labels and banners are available in the Label Collection feature, ensuring commonly used labels are printed in a breeze. Whether you print one label or multiple labels, the automatic cutter provides quick, safe and professional results.

With the use of continuous length tape, users can cut labels to size from 12.7mm to 1M in length; offering true versatility. Brother includes the P-touch Editor software to customise label printing with the ability to print barcodes, graphics (in 300 x 600 DPI high resolution) and connect to databases. Compatible with Microsoft Word, Excel and Outlook, users can utilise the Add-in Feature to print directly within these applications, without the need to open P-touch Editor software.

Featuring Plug and Print capability, there is no need to install software or drivers onto the PC; users simply connect the USB cable to start labelling immediately. In addition there are no virus concerns and the QL-700 can be easily shared with others. Brother strives to enhance users experience and the plug and print feature delivers on ease of use explained Aylin Dincsoy. The QL-700 uses direct thermal printing so there is no need to replace toner or ink cartridges and it is able to print a maximum label width of 62mm. Consumables are available in both a wide range of die-cut options as well as continuous length tape. Brother label printer consumables are supplied on a spool which is ready to slot into the QL-700, ensuring it is easily and correctly installed. The automatic detection technology instantly recognises the size of the label being used and adjusts the label on screen instantly. This ensures all labels are aligned correctly and there is no wastage

of labels. Pricing and Availability: Manufacturer: Brother International Australia Product: QL-700 Recommended Retail Price: \$149.00 Website:

<http://www.brother.com.au/Availability>: Officeworks and leading dealers and distributors
About Brother International (Aust) Pty Ltd
With over

100 years in operation, Brother International is a leading global manufacturer of laser printers, label printers, Multi-Function Centres, fax machines, P-touch electronic labellers, typewriters and sewing machines. A specialist in its product lines, Brother combines customer satisfaction and comprehensive measures for environmental conservation, to manufacture innovative, reliable and practical products to enhance the consumer's lifestyle. Brother Australia is a wholly owned subsidiary of Brother Industries, which was founded in 1908 in Japan. Brother Australia was established in 1977, with a head office located in Sydney and State offices located in Adelaide, Brisbane, Melbourne and Perth. About Brother Earth
Brother Earth is Brother's commitment to play a part in building a society with better sustainable development. By clicking on the Brother Earth site you can determine how funds are allocated and play a part in contributing to a variety of global environmental protection activities. Give your click at <http://www.brotherearth.com>.
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