

Brother's New P-Touch CUBE Pro is the level up to labelling you always knew you needed

For usage that is multi-dimensional, the P-Touch CUBE Pro is a smart, fully-featured, rechargeable, Bluetooth mobile label printer

Click here or the image above for more hi-resolution images Sydney, Australia – 1st September 2020: The latest mobile label printer to join Brother's 36mm range, the P-Touch CUBE Pro (PT-P910BT) is smart, sleek, and super flexible in application. It caters to commercial and professional spaces that require highly durable and customisable quality labels that can be created using smart phone or desktop devices, anywhere, anytime. It's 36mm labelling capabilities allows users the freedom to design labels on a wider canvas, for highly visible and long-lasting important notices, including safety and office hygiene labels that raise awareness of COVID-safe practices for staff returning to work.

Arguably one of the most important features of this label printer is its built-in Bluetooth connectivity, which pairs with all personal devices. This makes it an easy choice for those who require customisable labels and ribbons across various locations. As a fully-featured label printer, it provides users the ability to print labels wirelessly from their PC, Mac, smartphone or tablet, by utilising a range of free-to-download Brother desktop, iOS and Android label design apps. Coupled with the equally important rechargeable long-life Li-ion battery, this device is not only compact, but completely mobile. These features are especially important for workplaces which require staff to work out in the field using mobile devices, such as electricians, technical support members and individuals who need durable labels for asset marking, barcode or QR codes. The mobility and connectivity of the PT-P910BT allows users to work how they want, where they want. The beauty of a label printer that is device agnostic, is that users are able to start creating labels straight away using any tablet or smartphone with a variety of apps. The free P-Touch Design&Print2 app provides simple, elegant labelling with a large range of pre-designed templates available. This app also turns the P-Touch CUBE Pro into a multicultural labelling machine, with some incredible new features including text scan, and text translation* capabilities. This allows workspaces who need clear signage in multiple languages, to be able to create them more easily and efficiently. For those who need full customisation, the free iPrint&Label app is also available on mobile devices, and lets users create labels with text, images, various fonts, resizing, and even creating barcodes and QR codes to enhance the interactive digital mobile experience in their space.

For those working on a PC or Mac, who are looking for a little more control over their label design, the free P-touch Editor label design software is an easy-to-use application that provides virtually unlimited design options. It allows users to work with text, images, frames, barcodes, and can even data merge with Microsoft Excel to print multiple labels at once; which when used with the advanced cutter (that can also rotate and half-cut) makes mail outs or large label jobs a breeze. The versatility of this device stretches so far that Mobile Software Development Kits (SDK) are available for this product. This makes it an exceptional label printer for software developers looking for a simple, reliable, and inexpensive way to integrate the Brother P-Touch Cube Pro into any existing mobile application.

Loud, colourful, and personalised labels currently play a vital role in commercial and professional spaces, as customers look to create eye-catching instructional labels, not only for work files and documents, but also for health and hygiene reminders. The P-Touch CUBE Pro is perfect for personalised signage, as the ability to use up to 36mm wide TZe tape means larger, clearer messages on durable tape that has been tested to the extreme and designed to last. No matter the place or profession, this handy mobile label printer will make its mark, levelling up any labelling needs.

The P-Touch CUBE Pro (PT-P910BT) will be available through Australian Brother Resellers from September 1st, 2020.

*Text translation feature coming soon Range specification

P-touch CUBE Pro
(PT-P910BT)

RRP: \$549

For more information click here

P-touch CUBE Pro (PT-P910BT) Specs Thermal transfer technology Up to 36mm width tape cassettes for highly visible labels Li-ion rechargeable battery. Approx. 5 tape cassettes can be printed from a full charge Built-in Bluetooth for wireless printing from smartphones, tablets, PC or Mac using

the free desktop, iOS, and Android label design apps Print speed 20mm/second Print resolution: 360dpi hi-res print head for crisp text and graphics Full and half label cutter with easy peel function USB for printing from PC/Mac and battery recharging Mobile Software Development Kits (SDKs) available for Android, iOS and Windows Size: 94(W) x 138 mm (L) x 138mm (H) Weight: 1.05kg About Brother International (Aust) Pty Ltd In operation for more than a century, Brother is a global manufacturer of laser printers, laser and inkjet Multi-Function Centres, label printers, scanners and mobile products and is recognised for its range of technology-driven machinery used within businesses worldwide.

With corporate printing solutions at the forefront of its services, Brother boasts customer satisfaction across small, medium, and large businesses. Its printers have been recognised with 6 consecutive wins for the coveted PC Magazine, Business Choice Award, and 10 consecutive wins of Readers' Choice Awards. The organisation takes pride in its consistent efforts towards promoting environmental conservation and cost minimisation, particularly through providing solutions that encourage efficiency in the workplace.

Brother International 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 nationally throughout Australia. About Brother Earth: Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother's attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

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