

# Brother takes out the competition with another consecutive win of PCMag Business Choice and Reader's Choice Awards

Brother's range of printers have received the Highest Overall Satisfaction Ratings in Nearly All Categories

Sydney, Australia – 5th November 2019: For the last decade, Brother International's top-performing printers, and stellar customer service approach have led to them take home the PCMag Readers' Choice Award; and this year is no different. Brother are pleased to be the recipient of the prestigious award for the 11th year running, which they received alongside their 7th consecutive PCMag Business Choice award. Brother's dedication to producing high-quality machines for well over a decade has been steadfast, ensuring that their customers are consistently pleased with their overall product and customer experience.

"According to our readers, there is a clear leader when it comes to making reliable and long-lasting printers," said Dan Costa, Editor-in-Chief of PCMag. "Brother had the highest overall satisfaction rating of any brand, with respondents specifically calling out the reliability of its products."

Dominating the printing segment, Brother's satisfaction ratings have remained consistently high across each of PCMag Readers' Choice and Business Choice Award categories, including customer satisfaction and printer attributes including setup, reliability, printing quality, technical support, repairs, the cost of consumables, and the likelihood to recommend.

"We are committed to developing printers that are high-quality, reliable and cost-effective for home and business use, while also investing significant resources to provide customers with an exceptional customer service experience", says Stefanie Dixon, Marketing Manager (SMB) at Brother International Australia. "We strongly believe that by consistently striving to meet customer needs through high quality products and solutions, we continue to see steady customer satisfaction results year after year."

Since introducing the PCMag Business Choice Award seven years ago, Brother have taken the award home each year. As a vital part of an office workflow, businesses take into consideration the functionality and cost efficiency of their printing device, as well as the tech support that is provided by the manufacturer. These have all played an integral role in shaping their positive experience of the printing brand.

"Brother has consistently dominated our Business Choice Awards over the years," said Costa. "It's rare for a company to hold a streak like Brother, but it shows how popular the brand is with business users."

The PCMag Business Choice and Readers' Choice winners are determined by an email survey of PCMag community members that subscribe to the Readers' Choice Survey mailing list. Respondents were asked to rate their printer using multiple questions about their overall satisfaction with the solution, as well as experiences with technical support within the past 12 months.

## About PCMag Readers' and Business Choice Awards

PCMag, a trusted source of IT industry reviews, regularly asks its readers to rate the companies they think make the best products and provide the absolute pinnacle of technical support and customer service. Now in its 31st year, PCMag's Readers' Choice Survey on service and reliability focuses on awarding the companies their readers love and has become a prestigious award in the IT industry.

## About Brother International (Aust) Pty Ltd

With over 100 years in operation, Brother International is globally recognised as a brand synonymous with delivering product innovation and customer satisfaction. A specialist in its product lines, Brother is always 'At Your Side,' with its customer first approach in all aspects of business. Brother combines this customer satisfaction and its strong commitment to environmental conservation to manufacture innovative, reliable and practical products in the printing, sewing, imaging and labelling markets.

Brother International Australia was established in 1977 as a wholly owned subsidiary of Brother Industries, which was founded in 1908 in Japan. With a head office located in Sydney and State offices nationally throughout Australia, Brother has grown from humble beginnings to a diversified multinational corporation.

About Brother Earth:

Brother has made a commitment to sustainability and making a positive difference to the environment. Brother Earth is a Brother initiative and aims to build a society that achieves sustainable development by taking responsibility and considering the environmental impact of all aspects of business operations. At Brother Earth, visitors can choose how funds are allocated and see how Brother is contributing to environmental sustainability on a global level. 'Click for the Earth' at [www.BrotherEarth.com](http://www.BrotherEarth.com) and Brother will contribute to an environmental conservation project on a consumer's behalf.

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