brother
at your side

Customised Solutions

for an Optimised Retail Environment

Brother Retail Solutions

Japanese Excellence
For Over 100 Years

Delivering smarter results for your ever-changing retail needs

Whether you are running a small brick-and-mortar store, an omnichannel retailer, or a large global chain, there is the constant challenge to keep operating costs low while managing business processes effectively – all while delivering a seamless retail experience for all your customers.

Brother's comprehensive portfolio of retail solutions is designed to help businesses save more time, money and valuable resources than ever before. By combining years of retail expertise with our dedication to reliability, technological innovation, and a customer-first approach, you can always count on Brother to keep up with dynamic retail needs.

Brother solutions for today's retail landscape

Optimising productivity across the board

Brother offers a range of award-winning hardware and software innovations for retailer businesses of all types, sizes and environments. From a smoother user experience to effortless customisation, our retail solutions are designed to maximise cost savings and boost profitability across every aspect of your business.

User-friendly experience in a space-saving design

Brother's range of retail solutions feature intuitive control panels and touchscreen displays, innovative software and mobile apps for an effortless user experience. What's more, these compact, versatile machines easily fit into the smallest retail counters and back offices to help maximise valuable space.

Customisation to your retail environment

Apply different levels of customisation to your Brother machines and level up your productivity.

Direct shortcuts for commonly used tasks on the LCD touchscreen.
Custom User Interface creates a bespoke interface that integrates smoothly with your business processes.
Special Solutions Customisation (SSC) enables Brother products to be modified to suit your business requirements.

Bespoke paper, stapler and sorting accessories

Simply add a paper tray to increase your paper capacity, or a tower tray for high-volume printing. You can also allocate specific trays for different paper sizes and colours, add a sorter unit to automatically collate print jobs, or attach a finisher unit for automatic sorting and stapling of documents.

Optimising your backend environment

Brother machines feature innovations that empower your IT administrators.

Mass Deployment Tool for easy management of device settings.
Web BRAdmin for fleet-wide remote monitoring and troubleshooting.
Universal Printer Driver which supports your entire Brother fleet without the need for separate printer drivers.

Downsize your printing costs

A significant expense in retail is the high print volumes across shop branches and departments. Alongside our cost-effective high-yield ink and toner supplies, Brother's range of print management solutions will help you gain full control of your printing costs once and for all.

Ultra High-Yield Print Supplies

Enjoy greater page yields at a lower cost per page. Genuine Brother ultra high-yield replacement toners and ink deliver greater savings on each printed page without compromising print quality or machine lifespan in demanding retail environments.

Managed Print Services

Never worry about running out of supplies again. Brother will send supplies to your office, ensuring your business continues running smoothly no matter what.

Keep your printing environment secure

Safeguard your machines from unauthorised usage, and secure access to confidential documents in the busy retail environments. Brother printing and labelling solutions come equipped with enterprise-level security features to keep your business protected.

NFC card reader

Near Field Communication (NFC) reader on Brother machines help prevent unauthorised access and track individual usage. Simply tap your NFC card to securely access the machine without the need to enter a PIN.

Brother Secure Function Lock

Limit the functions on your Brother machine for users or groups. You can reduce operating costs by controlling who gets access to specific print functions such as colour printing, copying, or the number of pages users are allowed to print.

Secure Printing

Safeguard sensitive information even as you share your Brother machines across departments.

Secure Print ensures that documents sent for print remain stored in the printer's memory until a password is entered on the printer.
Secure Print+ lets you release your print jobs with a simple tap of your NFC card.

Mobile and cloud solutions for on-the-go productivity

In today's connected world, modern retailers can depend on Brother's flexible mobile printing and labelling solutions that are ready for deployment in every aspect of your retail environment.

Effortless print mobility

Compatible with most devices and operating systems, Brother's lightweight mobile and label printers with Wireless and Bluetooth connectivity allow you to print labels and receipts anywhere. Best of all, thermal print technology eliminates the need for ink or toner, further enhancing your print mobility.

Brother Mobile Apps

Brother iPrint&Scan and iPrint&Label apps on your Android and Apple mobile devices facilitate a host of print, scan and label activities simply by connecting to your Brother machine wirelessly.

Brother WebConnect

Our award-winning innovation offers a seamless way to print from and scan files to a wide selection of top cloud storage services such as OneNote®, OneDrive®, Google Drive™, Dropbox, and more. All done directly on your Brother machine.

Uncompromising machine reliability and customer service

Renowned for their durability, Brother devices can withstand the knocks, bumps and long operating hours common to your busy retail sector. What's more, our customer support is committed to resolve any issues with minimal downtime for your business.

Robust and retail-ready

Built to withstand frequent use in demanding retail environments, Brother's label and receipt printers are exceedingly tough. Selected models are rated with an IP54 certification and 8.2 ft. drop protection, remaining impervious to water, dust, or drops while operating under normal conditions.

Award-winning reliability

With every Brother product, enjoy the outstanding service and warranty that have won us multiple PCMag awards, scoring the highest in overall satisfaction and reliability.

Brother solutions for retail industries

Count on optimal results across every aspect of your retail environment. From back office to shopfront, Brother offers a wide range of compact, cost-efficient and reliable solutions for all your printing, scanning and labelling needs.

BACK END DEPARTMENTS

MANAGEMENT

Print business proposals and documents

- User-friendly and dependable printer with Wireless connectivity
- Fast print and scan speeds
- Flexible paper handling capabilities

Our recommendation: Colour Laser Multi-Function Centre MFC-L8690CDW

SALES & ADMINISTRATION

Print and scan sales reports, contracts and daily administrative documents

- Optional lower paper trays or tower tray for high volume printing
- Robust printer with Wireless connectivity
- Ultra-fast print and scan speeds

Our recommendations: Mono Laser Printer HL-L6400DW

Optional accessories

- *Tower tray accessory TT-4000*
- *Document sorter MX-4000*

Colour Laser Multi-Function Centre MFC-L9570CDW with optional lower paper trays

MARKETING

Print A3 sized marketing materials, mock ups and visual plans of in-store displays

- High-performance printer with auto 2-sided and borderless printing
- Print impressive flyers, posters, and brochures in-house in sizes up to A3

Our recommendations:
Colour Inkjet Multi-Function Centre MFC-J3930DW; Refill Ink Tank Printer HL-T4000DW

FINANCE

Scan and archive invoices, billings and receipts

- Dependable document scanner
- Ultra-fast 2-sided scan speeds
- Versatile mixed batch document capabilities

Our recommendations: Professional Document Scanners ADS-2800W and ADS-3600W

Print/scan/copy of financial documents

- Automatic 2-sided A3 print feature
- Affordable cost per print
- Professional quality colour printouts

Our recommendation: A3 Refill Ink Tank Multi-Function Centre MFC-T4500DW

LOGISTICS & DELIVERY

Print packing slips and shipping labels

- High speed, network-ready labelling solution
- Compact design for use in busy environments

Our recommendation: Professional Label Printer QL-820NWB

Print delivery orders on-the-go

- Compact and portable printer with optional battery for mobile operation
- Prints documents in various sizes up to A4 to suit your criteria
- Thermal printing eliminates need for ink supplies

Our recommendation:
Mobile Printer PJ-763MFi

IT DEPARTMENT

Create asset tags for company equipment and machines

- Professional PC connectable label printers
- Durable laminated labels
- Optional Li-ion battery and WLAN for on-demand printing

Our recommendation:
Powered Desktop Label Printer PT-P950NW series

Prevent unauthorised changes to your machine's settings

- Integrated anti-tampering security feature
- Set password to lock your machine settings
- Secure and simple-to-use

Our recommendation:
Brother Setting Lock

Effortlessly manage your entire fleet from one location

- Enterprise-level fleet management tool
- Centrally manage all Brother machines located in multiple stores and offices
- Real-time usage information to optimise your fleet

Our recommendation:
Brother BRAdmin, Embedded Web Server (EWS)

Easily manage settings on multiple machines

- User-friendly configuration interface
- Quickly replicate pre-determined settings to other machines
- No installation of additional software

Our recommendation:
Mass Deployment Tool

FRONT END DEPARTMENTS

STORE ASSOCIATES

Print product price tags

- Compact and portable label printer for mobile usage
- Optional Li-ion battery, WLAN or Bluetooth interface, and touch panel display
- Compatible with existing retail systems

Our recommendation: Professional Industrial Label Printer TD-4D

Print price-down tags on-the-go

- Robust, lightweight and portable wireless printer
- Thermal printing eliminates need for ink supplies

Our recommendation: Rugged Mobile Printer PJ-763MFI

STORE MANAGER

Print store promotional materials

- Durable all-in-one with auto 2-sided printing
- Print colourful shelf-talkers and posters in-store in sizes up to A3

Our recommendation: A3 Colour Multi-Function Centre MFC-J2330DW

Print decorative ribbons for gift wrap

- Create attractive customised ribbons for gift packaging
- Professional desktop labeller with automatic cutter
- Print on a wide selection of satin ribbons and patterned tapes

Our recommendation: Professional Label Printer PT-D600

Print/scan/copy/fax sales and operational reports and more

- Fast, quiet and compact all-in-one with Wireless connectivity
- Print conveniently from mobile devices
- Adjustable tray to print on various paper weights and sizes, e.g. envelopes and A5 invoices

Our recommendations: Mono Laser Multi-Function Centre MFC-L2700DW

CASHIER

Print invoices and receipts

- High-speed, compact printer with auto 2-sided printing
- Generate high-quality documents
- Adjustable multi-purpose tray to print on envelopes and A5 invoices

Our recommendation: Mono Laser Printer HL-L5200DW

brother
at your side

Brother Earth
Working with you for a better environment
www.brotherearth.com

BROTHER CREATIVECENTER
One-stop centre for free downloadable templates

Use GENUINE Consumables brother

Brother strongly recommends the use of genuine Brother consumable products only. Benefits include better quality print, greater yields per consumable, protection of your machine from damages and achievement of optimum performance. As a precaution, please note that your machine warranty may not cover any damages arising from the use of non-genuine consumables.

www.brother.ae

Microsoft, Windows, the Windows logo and/or other Microsoft products referenced herein are either registered trademarks of Microsoft Corporation in the U.S. and/or other countries. Brother and its logo are trademarks of Brother Industries Ltd., Japan. All specifications are subject to change without notice. All registered trademarks referenced herein are the property of their respective companies. Brother International Corporation, Japan.

Copyright Brother International Corporation, Japan. All Rights Reserved.