Top 10 Bullets

Product Title:
Brother HL-L2370DW Compact Monochrome Laser Printer with Wireless, Ethernet and Duplex Printing

Product Description:
The reliable Brother HL-L2370DW monochrome laser printer provides the robust functionality you need for your home or small office. Delivering class leading print speeds of up to 36 pages per minute[1] and automatic duplex (two-sided) printing for increased efficiency. Connect with versatile options including built-in wireless, Ethernet or USB interfaces and print wirelessly from mobile devices[2]. The 250-sheet paper capacity helps improve efficiency with fewer refills and handles letter or legal sized paper. Brother Genuine high-yield replacement cartridges deliver up to twice the standard print volume to help lower printing costs[3]. Comes with a 1-year limited warranty and free online, call or live chat support for the life of your product.

Top 10 Bullets: *To be used in chronological order, including as many messages as space allows*

1. **Print more, wait less.** Print more, wait less. Engineered for increased efficiency with class leading print speeds of up to 36 pages per minute[1].
2. **Dynamic features accommodate your evolving needs.** The 250-sheet paper capacity helps improve efficiency with less refills and handles letter or legal sized paper.
3. **Flexible printing.** The manual feed slot offers flexible paper handling for a variety of papers and sizes, such as card stock, envelopes, etc. to help you create professional looking documents.
4. **Printing as mobile as you are.** Print wirelessly from your desktop, laptop, smartphone and tablet[2].
5. **Connect your way.** Versatile connection options with built-in wireless and Ethernet network interfaces enables sharing with multiple users on your network or connect locally to a single computer via its USB interface.
6. **Loaded with cost saving features.** Automatic duplex (2-sided) printing helps save on paper costs and toner save mode helps save on toner costs.
7. **Brother Genuine toner helps provide genuine savings.** Brother Genuine super high-yield replacement toner delivers up to three times more prints and helps lower your printing costs[3].
8. **Dependable and durable design.** Sturdy and robust construction ensures your printer will keep up with your busy schedule.
9. **At your side support.** 1 Year Limited Warranty and free online, call or live chat support for the life of your product.

Disclaimers:
1. Based on competing in-class monochrome laser printers under $200. Print speed specifications gathered from manufacturer websites as of 1/9/2017.
2. Requires connection to a wireless network.
3. TN-770 Super High-yield vs. TN-730 Standard Yield. Up to three times more prints and lower printing costs based on yields and MSRP. Standard yield and Super High-yield cartridges sold separately.

Shopfront Fact Tag

Specs: *To be used in chronological order, including as many messages as space allows*
- Prints up to 36 ppm
- Print from mobile devices[1]
- Automatic duplex (2-sided) printing
- 250-sheet paper capacity
- Wireless & Ethernet connectivity

Disclaimer:
1. Requires connection to a wireless network.

Printed / Online Ad Bullets

Top Hardware Bullets for Ads:
- Fast print speed up to 36 ppm
- Print wirelessly from mobile devices[1]
- Automatic 2-sided printing
- 250-sheet paper capacity
- Wireless & Ethernet connectivity

Disclaimer:
1. Requires connection to a wireless network.

Marketing Copy

100-words:
The Brother HL-L2370DW monochrome automatic duplex laser printer is a reliable, affordable device for home or small office use. This desktop friendly, robust yet compact printer has an up to 250-sheet capacity tray and manual feed slot for flexible paper options. Connect with ease via built-in wireless networking, Ethernet or USB interfaces. Prints crisp black and white documents at up to 36ppm. Print from compatible mobile devices over your wireless network. Automatic duplex printing helps save paper and Brother Genuine high-yield replacement toner helps lower print costs. 1-year limited warranty plus free support for the life of your product.

50-words:
The Brother HL-L2370DW monochrome automatic duplex laser printer is desktop-friendly, fast and perfect for home/small offices. Up to 250-sheet capacity tray and manual feed slot deliver flexible paper options. Easily connect via built-in wireless networking, Ethernet and USB interfaces. Print speeds up to 36ppm. Wirelessly print from mobile devices[1].

Disclaimer:
1. Requires connection to a wireless network.

25-words:
The Brother HL-L2370DW automatic duplex laser printer delivers crisp black and white documents at up to 36ppm. Connect via built-in wireless networking, Ethernet and USB interfaces.

Replacement Supplies & Accessories

- TN-730 Black Standard Yield Toner Cartridge
- TN-760 Black High Yield Toner Cartridge
- TN-770 Black Super High Yield Toner Cartridge
- DR-730 Drum Unit

Specifications:

Print Technology	Electrophotographic Laser
LCD Display (type/size)	1-line LCD
Paper Size (maximum)	Paper Tray: Up to 8.5" x 14" (legal) Manual Feed Slot: 3" to 8.5" (W), 5" to 14" (L)
Print Speed (maximum)	Up to 36ppm
Time to First Page▲	Less than 8.5 seconds
Print Resolution (maximum)	Up to 2400 x 600 dpi
Processor	600 MHz
Emulations	PCL6
Duplex Printing Capability	Yes
Paper Input Capacity (maximum)∞	250-sheet capacity lower paper tray, single-sheet manual feed slot
Output Capacity (maximum)∞	100 sheets (face down), 1 sheet (face up)
Media Types	Plain paper, thin paper, thick paper, thicker paper, recycled paper, bond, labels and envelopes
Media Weights	Standard paper tray – 16 to 43 lbs. Manual feed slot – 16 to 61 lbs.
Print Driver Settings[1]	Toner Save, N-in-1 Printing, Watermark, Poster Printing, ID Print, Custom Print Profiles, Booklet Printing
Memory (std. / max.)	64MB / 64MB
Standard Interfaces	Wireless 802.11b/g/n, Ethernet, Hi-Speed USB 2.0
Operating Systems Compatibility	Windows® 8.1, 8, 7 / Windows® 10 Home / 10 Pro / 10 Education / 10 Enterprise Windows Server® 2016 / 2012 R2 / 2012 / 2008 R2 / 2008 Mac® OS X® v10.10.5, 10.11.x, 10.12.x, 10.13.x Linux
Mobile Device Compatibility▢	AirPrint®, Google Cloud Print™, Brother iPrint&Scan, Wi-Fi Direct®
Maximum Monthly Duty Cycle◊	Up to 15,000 pages/month
Recommended Monthly Volume˙	Up to 2,000 pages/month
Warranty	1-year limited warranty

Supplies & Accessories*:

TN-730	Standard Yield Toner (approx. 1,200 pages)▼
TN-760	High-Yield Toner (approx. 3,000 pages)▼
TN-770	Super High-Yield Toner (approx. 4,500 pages)▼
DR-730	Drum Unit (approx. 12,000 pages)^
BP60MPLTR	Letter-size Multi Purpose Paper (500 sheets)

Setup Information:

UPC Code	012502649656
Unit Dimensions	14.0"W x 14.2"D x 7.2" H
Unit Weight	15.9 lbs.
Carton Dimensions	17.2" W x 11.1" D x 20.4" H
Carton Weight	18.2 lbs.
Pallet Quantity	16
Pallet Tiers	2
Pallet Quantity per Tier	8
Pallet Size	48" W x 40" D
Pallet + Cartons Height	45.9"
Pallet + Carton Weight	321.4 lbs.
Country of Origin	Vietnam
Tarrif / Harmonized Code	8443.32.1010

Carton Contents:

Brother HL-L2370W

Starter Toner Cartridge (700 pages)▼

DR-730 Drum (12,000 pages)^

Quick Setup Guide

Installation CD-ROM (Mac OS available from download links)

AC Power Cord

Working with you for a better environment

At Brother, our green initiative is simple. We strive to take responsibility, act respectfully and try to make a positive difference to help build a society where sustainable development can be achieved. We call this approach Brother Earth. www.brotherearth.com

Brother Earth
Working with you for a better environment

Scannable Barcode:

012502649656

▲ From ready mode and standard tray
* Additional purchase required.
∞ Maximum capacity based on using 20 lb. paper.
[1] Some advanced features are not supported under all operating systems or drivers. Refer to User's Guide at www.brother.com
▢ Requires connection to a wireless network. See www.brother.com for details, availability and mobile device compatibility.
◊ Maximum number of printed pages per month can be used to compare designed durability between like Brother products For maximum printer life, it is best to choose a printer with a duty cycle that far exceeds your print requirements.

˙ The recommended range of monthly printed pages to achieve the best possible performance and printer life. Printers are intended to handle occasional usage beyond this range with little or no effect. Consistently printing above the recommended print volume, however, may adversely affect the print quality or life of the machine. It is always best to choose a printer with an appropriate recommended print volume to allow for any anticipated increase in printing needs.
▼ Approximate toner cartridge yield in accordance with ISO/IEC 19752 (letter/A4).
^ Drum yield is approx., and may vary by type of use.

08/02/2017