

## PROGRAM OVERVIEW

The Brother Value Print Program provides Brother Authorized Partners discounts on Brother Genuine toner, ink, and drums and a limited warranty extension to cover three full years of warranty coverage on select hardware models (listed on back). To qualify for this program, your customer must agree to purchase Brother Genuine supplies for a three-year period.



## VALUE PRINT PROGRAM

BROTHER BUSINESS SOLUTIONS

- If all requirements are met<sup>1</sup>, you will automatically **qualify for discounted pricing on Brother Genuine toner, ink, and drums.**
- If your customer is printing more than **1,500 pages a month** per device, you will qualify for an even deeper discount on Brother Genuine supplies - **for aggressive CPCs!**
- When you have a 20-unit or more opportunity (initial order of 5 units), **think of Brother VPP<sup>2</sup>!**

**You have nothing to lose, and so much to gain!**

## KEY BENEFITS

- Brother Genuine toner discounts (competitive with A3 offerings!) can **help increase your revenue.**
- **Free limited warranty extension** on each select hardware unit to cover three full years of service.
- Helps you gain contractual business with **regular, consistent revenue supplies stream.**

## HERE'S HOW TO GET STARTED

Talk to your Brother Channel Account Representative to get approved supplies pricing from your Brother Authorized Distributor.

**Great opportunity to build this value into your pricing and help increase your total margin!**



## PROGRAM REQUIREMENTS

- Ensure your customer agrees to purchase only qualified Brother Genuine supplies for all new Brother printers / all-in-ones placed under this program.
- The Reseller must provide monthly end-user POS / sales-out data for all covered products. The Reseller must provide end-user supporting details regarding estimated print volume.
- The Reseller must have a signed VPP agreement or a documented managed print services relationship with the end user. A copy of the contract or other proof must be provided to Brother upon request.
- Unless otherwise stated in the eligible model list, the quantity to qualify for VPP is a minimum of 20 units of eligible hardware over the three years in the program period. In the event the reseller does not satisfy the 20-unit requirement per VPP opportunity in the three-year program period, Brother reserves the right to discontinue the VPP benefits for that opportunity.
- Requires minimum three-year term on contract.
- Supplies must be drop shipped to the customer.



### VALUE PRINT PROGRAM

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## QUALIFIED HARDWARE MODELS

MONOCHROME LASER	
ALL-IN-ONES	PRINTERS
MFC-L2750DW	HL-L2350DW
MFC-L2750DWXL	HL-L2370DWXL
MFC-L2759DW	HL-L2379DW
MFC-L5700DW	HL-L5100DN
MFC-L5800DW	HL-L5200DW
MFC-L5900DW	HL-L5200DWT
MFC-L6700DW	HL-L6200DW
MFC-L6750DW	HL-L6200DWT
MFC-L6800DW	HL-L6250DW
MFC-L6900DW	HL-L6300DW
MFC-L6900DWG	HL-L6400DW
DCP-L5500DN	HL-L6400DWT
DCP-L5600DN	HL-L6400DWG
DCP-L5650DN	

COLOR LASER / LED	
ALL-IN-ONES	PRINTERS
MFC-L3710cW	HL-L3210cW
MFC-L3750CDW	HL-L3230CDW
MFC-L8610CDW	HL-L3290CDW
MFC-L8900CDW	HL-L8260CDW
MFC-L8905CDW	HL-L8360CDW
MFC-L9570CDW	HL-L8360CDWT
MFC-L9630CDN	HL-L9310CDW
MFC-L9670CDN	HL-L9430CDN
	HL-L9470CDN

COLOR INKJET	
MFC-J5855DW	MFC-J6555DW
MFC-J5955DW	MFC-J6955DW

1 The Value Print Program is offered in consideration of the [full program guidelines](#). Supplies pricing is available for new hardware purchased under this program and is not intended to be used for an existing install base of Brother hardware. Brother reserves the right to modify or discontinue special pricing in its sole discretion.

2 See program requirements listed above.