Top 10 Bullets

Product Title:
Brother MFC-J995DW INKvestment Tank Color Inkjet All-in-One Printer with Up to 1-Year of Ink In-box

Product Description:
The Brother MFC-J995DW INKvestment Tank all-in-one inkjet printer with tank technology is the optimal choice for your home or small office needs. The MFC-J995DW features reengineered INKvestment Tank cartridges along with an internal ink storage tank to deliver uninterrupted printing for up to 1-year without the need to purchase ink. Business-capable features include mobile device printing, Near Field Communication (NFC) print and scan capabilities, flexible paper handling options, automatic two-sided printing and easy onscreen navigation using the 2.7” color touchscreen. With the ink included in-box, the Brother INKvestment Tank all-inclusive solution delivers truly uninterrupted printing, exceptional features, super convenience, large page yields and low-cost printing. Includes a two-year limited warranty with free online, call, or live chat support for the life of your printer.

Top 10 Bullets: To be used in chronological order, including as many messages as space allows
1. Breathe easy with up to 1 year of ink in-box. Experience truly uninterrupted printing, exceptional savings and super convenience with up to one year of ink, based on printing approximately 150 pages per month, using only the cartridges provided in-box.¹
2. Revolutionary INKvestment Tank Ink System. Brother reengineered its ink cartridges to hold more ink and created an internal ink storage tank that delivers more pages of uninterrupted printing without sacrificing the compact, desktop size.
3. Large page yields and low-cost printing. Help extend the savings when it’s time to replace your ink supply with Super or Ultra High-Yield replacement INKvestment Tank cartridges. Print for less than $0.01 per page in black and less than $0.05 per page in color with INKvestment Tank Ultra High-Yield replacement cartridges.⁴
4. Print with confidence using the Page Gauge. Help take the guesswork out of when to replace ink by using the Page Gauge, a visual, numerical way to know the amount of ink you’ve used and the amount of ink you have remaining.⁵
5. Simple to connect your way. Versatile connection options with built-in wireless, Ethernet, or connect locally to a single computer via USB interface.
6. Mobile printing and NFC print and scan capabilities. Print wirelessly from your desktop, laptop, smartphone and table and no network setup needed for NFC one “touch to connect” mobile device printing and scanning.³
7. Versatile paper handling. Use the automatic document feeder, bypass tray, or 150-sheet capacity paper tray that adjusts for letter or legal-size paper. Automatic duplex (2-sided) printing helps save paper.
8. Intuitive 2.7” color touchscreen display. Print-from and scan-to popular cloud services directly from the printer, including Google Drive™, Dropbox, Box, OneDrive and more.⁶
9. Quickly scan and share documents. Easily scan and share documents using Brother Cloud Apps.⁷
10. Brother At Your Side support. 2-Year Limited Warranty and free online, call, or live chat support for the life of your printer.

Disclaimers:
1. Based on average monthly print volumes of approximately 150 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network.
3. The mobile device must have NFC capability and run Android OS 4.4 or later.
4. Based on MSRP of LC3035 black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.
5. Page Gauge is an estimate for informational purposes only. For actual cartridge yield information refer to www.brother.com/pageyield.
6. Requires an Internet connection and an account with desired service.
7. Requires internet connection.
Printed / Online Ad Bullets

Top Hardware Bullets for Ads:
• Up to 1 year of ink in-box¹
• 150-sheet adjustable paper tray capacity
• 2.7” Color touchscreen
• NFC “touch to connect” print & scan²
• Mobile device printing³
• Automatic 2-sided printing
• Wireless, Ethernet & USB connectivity

Disclaimer:
1. Based on average monthly print volumes of approximately 150 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. The mobile device must have NFC capability and run Android OS 4.4 or later.
3. Requires connection to a wireless network.

Marketing Copy

100-words:
The Brother MFC-J995DW delivers uninterrupted printing with no need to refill for up to 1-year¹ using only the ink included in-box. Connection options include built-in wireless, Ethernet and USB interfaces. Print wirelessly from most mobile devices² and no network setup needed for NFC one-touch to connect printing and scanning.³ 2.7” color touchscreen for easy navigation lets you print-from and scan-to popular cloud services³ directly from the printer. Store and share documents with Brother Cloud Apps.³ The automatic document feeder, bypass tray and 150-sheet adjustable paper tray provide flexible output options. Two-year limited warranty with free online, call or live chat lifetime product support. <102>

Disclaimers:
1. Based on average monthly print volumes of approximately 150 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network.
3. The mobile device must have NFC capability and run Android OS 4.4 or later.
4. Requires an Internet connection and an account with desired service.
5. Requires internet connection.

50-words:
The Brother MFC-J995DW delivers uninterrupted printing without refilling for up to 1-year¹ using only the ink in-box. Connect via wireless, Ethernet and USB interfaces. Wireless mobile device printing² and NFC one-touch to connect.³ 2.7” color touchscreen to directly print-from and scan-to popular cloud services.³ Two-year limited warranty with free lifetime printer support. <52>

Disclaimers:
1. Based on average monthly print volumes of approximately 150 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network.
3. The mobile device must have NFC capability and run Android OS 4.4 or later.
4. Requires an Internet connection and an account with desired service.

25-words:
The Brother MFC-J995DW delivers ultra-convenience with up to 1-year of uninterrupted printing¹ using only the ink in-box. Print from mobile devices² and scan directly to popular cloud services.³ <28>

Disclaimer:
1. Based on average monthly print volumes of approximately 150 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network.
3. Requires an Internet connection and an account with desired service.
Replacement Supplies & Accessories

- LC3033BK Super High-yield Black Ink Cartridge
- LC3033C Super High-yield Cyan Ink Cartridge
- LC3033M Super High-yield Magenta Ink Cartridge
- LC3033Y Super High-yield Yellow Ink Cartridge
- LC3035BK Ultra High-yield Black Ink Cartridge
- LC3035C Ultra High-yield Cyan Ink Cartridge
- LC3035M Ultra High-yield Magenta Ink Cartridge
- LC3035Y Ultra High-yield Yellow Ink Cartridge
Specifications:

**Print Technology**
4-cartridge Color Inkjet

**LCD Display (type/size)**
2.7” Color Touchscreen Display

**Paper Size (maximum)**
Paper Tray: Up to 8.5” x 14” (legal size)
Bypass Tray: Up to 8.5” x 14” (legal size)

**Print Speed (maximum)**
Black (ISO/IEC 24734): Up to 12ppm
Color (ISO/IEC 24734): Up to 10ppm

**FPOT (First Print Out Time)**
Black: Approx. 8.0 Seconds
Color: Approx. 8.5 Seconds

**Print Resolution (maximum)**
Up to 6000 x 1200 dpi

**Duplex Printing Capability**
Yes (up to 8.5"x11")

**Borderless Printing Capability**
Yes (Letter, 4x6, 5x8, 3.5x5, 5x7, and A4)

**Paper Input Capacity (maximum)**
Up to 150 sheets plus 1-sheet bypass tray

**Auto Document Feeder**
Yes (up to 20-sheets)

**Standard Interfaces**
Wireless (802.11 b/g/n), Ethernet, Wi-Fi Direct®, NFC, Hi-speed USB 2.0

**Copy Speed (maximum)**
Black (ISO/IEC 24735): Up to 6ppm
Color (ISO/IEC 24735): Up to 6ppm

**Copy Resolution (maximum)**
Up to 1200 x 1200 dpi

**Copy Reduction/Enlargement**
25% - 400% in 1% increments

**Copy Options**
Stack, Sort, N-in-1, ID Copy, Fit to Page, Book Copy, Thin Paper Copy, Watermark Copy, Base Color Removal

**Scanner Type**
Color Flatbed (CIS)

**Document Glass Size**
Letter Size 8.5” x 11.7”

**Scan / Copy Size (maximum)**
Letter (8.5” x 11”)

**Scan Resolution (maximum)**
Optical: 2400 x 1200 dpi (Flatbed) 600 x 1200 (ADF) Interpolated: 19200 x 19200 dpi

**Fax Modem**
14.4 Kbps

**Fax Page Memory (maximum)**
Up to 180 pages

**Speed Dial Locations**
100 x 2

**PC Fax Capability**
Yes (black & white only)

**Web Connectivity**
GOOGLE DRIVE™, EVERNOTE®, DROPBOX, BOX, ONE DRIVE, ONENOTE, BROTHER CLOUD APPS

**Brother Cloud Apps**
Scan to Office, Easy Scan to E-mail, CreativeCenter, Fax forward to cloud/E-mail, Scan to Mobile

**Near Field Communication (NFC)**
Yes

**Operating Systems Compatibility**
PC: Windows 10, 8.1, 8, 7; Windows Server 2008, 2008 R2 MAC®: OS X v10.11.6, 10.12.x, 10.13.x

**Mobile Device Compatibility**
AirPrint®, Google Cloud Print™, Mopria®, Wi-Fi Direct®, and Brother iPrint&Scan

**Maximum Monthly Duty Cycle**
Up to 5,000 pages

**Recommended Monthly Volume**
Up to 1,500 pages

**Warranty**
2-year Limited Warranty

**ENERGY STAR® Qualified**
Yes

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**Supplies & Accessories**:

- LC3035BK: Ultra High-yield Black Ink Cartridge (approx. 6,000 pages) *
- LC3035C: Ultra High-yield Cyan Ink Cartridge (approx. 5,000 pages) *
- LC3035M: Ultra High-yield Magenta Ink Cartridge (approx. 5,000 pages) *
- LC3035Y: Ultra High-yield Yellow Ink Cartridge (approx. 5,000 pages) *
- LC3035K: Super High-yield Black Ink Cartridge (approx. 3,000 pages) *
- LC3033C: Super High-yield Cyan Ink Cartridge (approx. 1,500 pages) *
- LC3033M: Super High-yield Magenta Ink Cartridge (approx. 1,500 pages) *
- BP71GLTR: Innobella Letter-size Glossy Inkjet Paper (20 sheets) *
- BP71GP20: Innobella 4” x 6” Glossy Photo Paper (20 sheets) *
- BP60MPK: Innobella Letter-size Multi-Purpose Paper (500 sheets) *

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**Carton Contents:**
Brother MFC-J995dw
LC3035BK/C/M/Y: Black, Cyan, Magenta, Yellow Starter Ink Cartridges
Quick Setup Guide
Product Safety Guide
Product Registration Sheet
Installation & Documentation CD-ROM for Windows and Mac OS™
Telephone Line Cord

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**Setup Information:**

**UPC Code**
012502651635

**Unit Dimensions (WxDxH)**
17.1” x 13.4” x 7.7”

**Unit Weight**
19.2 lbs

**Carton Dimensions (WxDxH)**
20.2” x 10.7” x 18.5”

**Carton Weight**
22.6 lbs

**Pallet Quantity**
16

**Pallet Tiers**
2

**Pallet Quantity per Tier**
8

**Pallet Size**
48” x 40”

**Pallet + Cartons Height**
42”

**Pallet + Carton Weight**
391.9lbs

**Country of Origin**
Philippines

**Tariff / Harmonized Code**
8443.31.0000

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**Scannable Barcode:**

012502651635

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