

Top 10 Bullets

Product Title:

Brother HL-L2395DW Monochrome Laser Printer with Convenient Flatbed Copy & Scan, 2.7" Color Touchscreen, Duplex and Wireless Printing

Product Description:

The reliable Brother HL-L2395DW printer delivers efficient performance for the busy home or small office. Featuring class leading print speeds of up to 36 pages per minute¹ and a flatbed scan glass for convenient copying and scanning. Wireless mobile device printing² and "touch to connect" printing and scanning with NFC delivers added convenience³. You can print-from and scan-to popular Cloud services⁴ directly from the 2.7" color Touchscreen and help save time by creating custom shortcuts for your most used features. The 250-sheet paper capacity helps improve efficiency with less refills and handles letter or legal sized paper. 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. Engineered for productivity.** Equipped with a flatbed scan glass for convenience copying and scanning right from the device.
- 2. Print more, wait less.** Engineered for efficient performance with class leading print speeds of up to 36 pages per minute¹.
- 3. Dynamic features accommodate your evolving needs.** The 250-sheet paper capacity helps improve efficiency with less refills and the manual feed slot offers professional prints on a variety of papers and sizes, such as card stock, envelopes, etc.
- 4. Printing as mobile as you are.** Print wirelessly from your desktop, laptop, smartphone and tablet². "Touch to connect" printing with NFC delivers added convenience³.
- 5. Intuitive Cloud connection.** Print-from and scan-to popular Cloud services directly from the 2.7" color touchscreen including Dropbox, Google Drive™, Evernote, OneNote and more⁴. Help save time by creating custom shortcuts right on the touchscreen for your most popular used features.
- 6. Created to streamline your document workflow.** Using the touchscreen, access Brother Cloud Apps: a free suite of innovative, Cloud-based applications designed to meet your changing needs, including Scan to Office, which converts a hard copy document into an editable file - Word, Excel®, or PowerPoint®².
- 7. Loaded with cost saving features.** Automatic duplex (2-sided) printing helps save on paper costs with and toner save mode helps save on toner costs.
- 8. Brother Genuine toner helps provide genuine savings.** Brother Genuine high-yield replacement toner delivers up to two times more prints and helps lower your printing costs⁵.
- 9. Durable and dependable design.** Sturdy and robust construction ensures your printer will keep up with your busy schedule.
- 10. 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. 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. TN-760 High Yield vs. TN-730 Standard Yield. Up to two times more prints and lower printing costs based on yields and MSRP. Standard Yield and High-yield cartridges sold separately.

Shopfront Fact Tag

Specs: *To be used in chronological order, including as many messages as space allows*

- Convenient Copy & Scan with Flatbed Scan Glass
- Prints up to 36 ppm
- 2.7" Color Touchscreen Display
- NFC Print & Scan¹
- Print from mobile devices²
- 250-sheet paper capacity
- Wireless & Ethernet connectivity

Disclaimer:

1. The mobile device must have NFC capability and run Android OS 4.4 or later
2. Requires connection to a wireless network.

Printed / Online Ad Bullets

Top Hardware Bullets for Ads:

- Convenient Copy & Scan with Flatbed Scan Glass
- Fast print speed up to 36 ppm
- 2.7" Color Touchscreen Display
- NFC "touch to connect" Print & Scan¹
- Print wirelessly from mobile devices²
- 250-sheet paper capacity
- Wireless & Ethernet connectivity

Disclaimer:

1. The mobile device must have NFC capability and run Android OS 4.4 or later
2. Requires connection to a wireless network.

Marketing Copy

100-words:

The Brother HL-L2395DW robust monochrome laser printer, with a flatbed scan glass for convenient copying and scanning, prints high-quality documents at class leading print speeds up to 36ppm¹ for the busy home or small office. Print-from and scan-to popular Cloud services² directly from the 2.7" color Touchscreen, NFC "touch to connect" printing and scanning³ and wireless printing from your desktop and mobile devices⁴. Has an up to 250-sheet capacity tray and manual feed slot for flexible paper options. 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.

Disclaimer:

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 an Internet connection and an account with desired service.
3. The mobile device must have NFC capability and run Android OS 4.4 or later
4. Requires connection to a wireless network.

50-words:

The Brother HL-L2395DW monochrome laser printer, with flatbed scan glass for convenient copying and scanning, delivers print speeds up to 36ppm and the 2.7" color Touchscreen enables print-from and scan-to popular Cloud services¹. NFC "touch to connect" printing and scanning² plus wireless printing from mobile devices³. Up to 250-sheet capacity tray and automatic duplex printing.

Disclaimer:

1. Requires an Internet connection and an account with desired service.
2. The mobile device must have NFC capability and run Android OS 4.4 or later
3. Requires connection to a wireless network.

25-words:

The Brother HL-L2395DW offers up to 36ppm print speed and convenient flatbed scan glass. The 2.7" Touchscreen lets you print-from and scan-to popular Cloud services¹. Wireless printing from mobile devices².

Disclaimer:

1. Requires an Internet connection and an account with desired service.
2. Requires connection to a wireless network.

Replacement Supplies & Accessories

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

Specifications:

Print Technology	Electrophotographic Laser
LCD Display (type/size)	2.7" Color TouchScreen
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
Print Resolution (maximum)	Up to 2400 x 600 dpi
Emulations	PCL6, BR-Script3 [‡]
Memory (standard / maximum)	128MB / 128MB
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)
Standard Interfaces	Wireless 802.11b/g/n, Ethernet, Hi-Speed USB 2.0
Copy Speed (maximum)	Up to 36cpm
Copy Resolution (maximum)	600 x 600 dpi
Copy Reduction/Enlargement	25% - 400% in 1% increments
Copy Options	Sorting, N-in-1, Multi-copying/stack (up to 99)
Scanner Type	Color Flatbed
Document Glass Size	8.5" x 11" (letter)
Scan Resolution (maximum)	Optical: Up to 1200 x 1200 dpi Interpolated: Up to 19200 x 19200 dpi
Scan To Capability	File, Image, E-mail, OCR, Microsoft® SharePoint®, Cloud (Web Connect [∨])
Web Connect [∨]	DROPBOX, GOOGLE DRIVE™, EVERNOTE®, ONEDRIVE, ONENOTE, BOX
Brother Cloud Apps [‡]	Office Print, Easy Scan to E-mail, Scan to mobile
Document Viewer / OCR Software	Nuance™ PaperPort™ 14SE w/ OCR for Windows® (by download)
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

‡ PostScript®3™ compatible.

* Additional purchase required.

∞ Maximum capacity based on using 20 lb. paper.

∞ Server 2003 / 2008 / 2012 network printing only

∞ 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.

◆ Feature available using Brother ControlCenter

Supplies & Accessories*:

TN-730	Standard Yield Toner (approx. 1,200 pages) [∨]
TN-760	High-Yield Toner (approx. 3,000 pages) [∨]
DR-730	Drum Unit (approx. 12,000 pages) [∧]
BP60MPLTR	Letter-size Multi Purpose Paper (500 sheets)

Setup Information:

UPC Code	012502649687
Unit Dimensions	16.1" W x 15.7" D x 10.7" H
Unit Weight	22.7 lbs.
Carton Dimensions	22.8" W x 20.4" D x 17.1" H
Carton Weight	28.9 lbs.
Pallet Quantity	8
Pallet Tiers	2
Pallet Quantity per Tier	4
Pallet Size	48" W x 40" D
Pallet + Cartons Height	39.2"
Pallet + Carton Weight	261.4 lbs.
Country of Origin	Vietnam
Tariff / Harmonized Code	8443.31.0000

Carton Contents:

Brother HL-L2395DW
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

Scannable Barcode:



- 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.
- ∞ Requires an Internet connection and an account with desired service. See www.brother.com for details.
- ◆ Requires an Internet connection. See www.brother.com for details.