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Nyhetsmelding

11. februar 2013

**European Product Innovation Aaward for
Brother MFJC4510DW printer**

**At Brother we are pleased to share the news that our new MFC-J4510DW Business Inkjet has won the New Product Innovation Award at the European Office Products Awards (EOPA) 2013.**
The EOPAs are organised by the Office Products International (OPI) publication and are well-respected across the industry. The announcement was made at a ceremony in Frankfurt, which was held during this year’s Paperworld exhibition.

Winning this prestigious award is a great independent endorsement for our new A4/A3 Business Inkjet range. It reinforces the messaging in our Print 3.0 campaign and is a significant accolade to make our trade partners aware of.

Here are some of the judges’ comments:
*“The judges saw this Brother printer as truly innovative. Engineers have redesigned a printer from top to bottom to create a new technology which takes up less space, solving a problem that offices have had for years. The design is attractive, and the judges could see sales of this printer going extremely well”.*

**Bilder:**

Brother MFCJ4510DW blekkskriver

Logo Winner New Product Innovation

**For mer informasjon, vennligst kontakt:**

Country Manager Geir Langedrag, Brother Norge, filial til Brother Nordic AS

E-post: geir.langedrag@brother.no

Hjemmeside: ww.brother.no

**Om Brother**Brother Nordic A/S er en ledende leverandør til det nordiske marked. Selskapet er eneimportør av Brother skrivere, multifunksjonsskrivere, telefakser, etikettskrivere og merkesystemet P-touch. Brother leverer produkter av høy kvalitet med ytelse og funksjonalitet i toppklasse – alt sammen til konkurransedyktige priser. Flere av Brothers produkter er markedsledende. Brothers produkter selges og distribueres gjennom et bredt nett av forhandlere og distributører. Brother Nordic A/S har 78 medarbeidere på sine kontorer i København, Göteborg, Helsingfors og Oslo. Les mere på www.brother.no eller www.brother.com