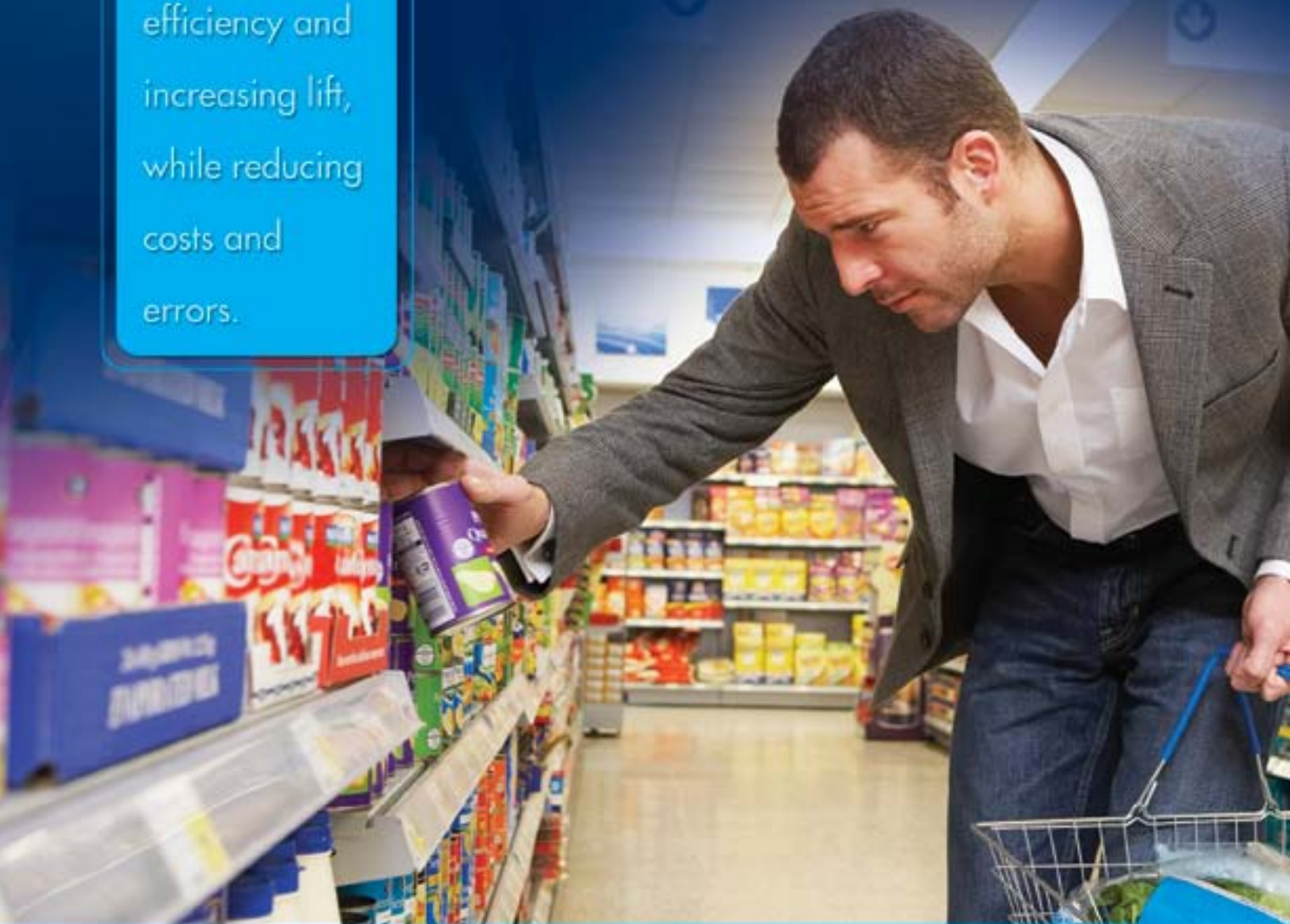


Opportunities
for improving
operations
efficiency and
increasing lift,
while reducing
costs and
errors.

Brother Solutions for:
**CONVENIENCE-
STORES**



PC Mall

brother
at your side

Opportunities to increase operational efficiency while enhancing the customer experience.

A multi-billion-dollar global company providing customized solutions.

Brother has a proven track record of providing cost effective application based solutions to convenience stores - large and small - around the world.

Why partner with Brother?

Today, Brother remains a multi-billion-dollar worldwide company with customized solutions in imaging and communications. Our solutions can be found throughout the operations of many Fortune 1,000 companies.

Our Brother at your side philosophy says it all.

Our commitment to customer service and support is virtually unmatched. We provide many ways to assist you before, during and after the sale.

Brother's success is the result of a consistent focus on customer applications and requirements. We develop and deliver value added solutions with our highly rated, best-in-class products. The result: customized solutions for specific applications with cost effective hardware/software which help improve productivity and efficiency.

User friendly, well designed, reliable retail business solutions, all backed by the highest level of service and support is what Brother offers.

Name badge labeling solutions

Decrease employee turnover costs with affordable name badge labeling solutions. Produce many types of professional looking name badges, instantly and economically. Our full line of laminated tapes come in different background and typeface colors.

Back office shelf-edge labeling and Small Signage

You now have another choice of laser printers for in store printing of shelf tags, shelf talkers and small signage. Select Brother printers provide your store(s) near error free printer performance of specific pressure and non-pressure sensitive media tested¹ and approved¹ by Brother.

Asset tagging and inventory management

Asset tagging solutions from Brother include efficient and inexpensive ways to generate scannable bar-coded tags from a database which can be downloaded into a handheld device to print tamper resistant, self-adhesive labels on demand.

Food service/QSR/Deli/Bakery labeling

Brother's line of QL direct thermal printers feature cost effective food safety and nutritional labeling solutions. Other features include time and date stamp labels to help reduce waste, spoilage and to communicate freshness standards, print bar code labels to help speed checkout by reducing price look up's (PLU's) and reduce over/under charging, and small banner type signage. Some of our labels are even resistant to extreme hot and cold temperatures. The Brother line of P-touch[®] and QL label printers also come bundled with software (P-touch[®] editor) which gives you the capability to print time and date as well as nutritional labels.

MICR check printing for customer service

Brother delivers the most affordable and reliable laser printer for check printing by combining industry leading performance with a MICR (Magnetic Ink Character Recognition) toner delivery system that has been tested to achieve ANSI standards. Our MICR laser check printer enables your customer service department to achieve consistent check printing performance of up to 30 pages per minute while occupying minimum space requirements with its small footprint.

Back office report printing

Brother's full line of monochrome and/or color laser all-in-one machines and printers give you the choice of low end or full featured front and back office wireless printing capability. Brother printers and all-in-one machines do a great job printing trend reports, invoices, daily orders and daily reports quickly and affordably, while promoting a "green" philosophy with our two piece consumables. This means you replace only the toner or drum when necessary, helping to reduce waste and also save your store money. Whether you are printing movement, financial or item reports, Brother has the right printer solution for you.

¹All claims that media has been tested and approved by brother based on Brother International Corporation internal testing under specific conditions for use with the Brother HL-7050N, HL-5250 DNT, HL-4040 CN laser printer. Please contact for more information.



THE RIGHT COMPANY! THE RIGHT SOLUTIONS! RIGHT NOW!

Designed to help:

- Increase lift in store
- Enhance product ID
- Improve back office efficiency
- Increase front end productivity
- Seamless technology integration
- Reduce overall operating costs



All-in-One Solutions



Fax Solutions



Labeling Solutions



Portable Printing



MICR Printing Solutions



Shelf Edge Label
Printer Solutions

Call your partner Account Manager at 1-800-555-MALL
for more information.

PC Mall[®]

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