



Brother Genuine Multi-Pack Toner Marketing Guidelines Document 2019

TN-227 2PK

brother
at your side

MARKETING GUIDELINES:

Brother Genuine Multi-Pack Toner 2019

ABOUT THIS DOCUMENT

The purpose of this document is to provide a guideline to utilize for proper marketing implementation.

The marketing guideline has been prepared to ensure that all elements of our Brother Genuine Multi-Pack Toner are used in a consistent, considered and effective manner.

We urge our business partners to keep the structure and integrity of the wording in order to have consistency for the Brother brand.

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Marketing Guidelines:

Brother Genuine Multi-Pack Toner 2019 – TN227 2PK

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Brother Genuine Multi-Pack Toner Messaging

Main Message: Brother Genuine multi-pack toner provides convenience over single-pack toner purchase.

**Supporting Messages: Super Convenient. Super Easy. Results You Can Count On.
For the Ultimate in Convenience – Choose Brother Genuine Multi-Pack Toner
Using Multi-Pack Toner Lets You Have Toner On Hand to Keep Printing**

Positioning Statement

Don't get caught short. When you know you've got a lot of pages to print and need to have immediate replacement toner on hand, reach for Brother Genuine multi-pack toner. Brother Genuine multi-pack toner offers convenience and helps cut down on the number of repeat toner orders you have to place.

Elevator Pitch

Selecting Brother Genuine multi-pack toner for your printer is convenient and can help reduce the number of toner orders you need to place while also helping to save on shipping costs. Multi-pack toner can help make sure that you always have an immediate toner replacement cartridge on hand so that you can keep on printing.

Brother Genuine toner is part of an entire printing system and is specifically formulated to work seamlessly with your Brother printer. This assures you of getting top-quality, professional results.

Message #1: CONVENIENCE

Brother Genuine multi-pack toner delivers super-convenience versus single-pack toner purchase. Selecting multi-pack toner offers convenience, can help save you time and also help make sure you always have immediate replacement toner on hand. Selecting multi-pack toner enables you to cut down on the frequency of replacement orders.

Message #2: WORKS SEAMLESSLY WITH BROTHER PRINTERS FOR DEPENDABLE, HIGH-QUALITY OUTPUT

All Brother Genuine toner is specifically formulated to work as part of an entire printing system to work seamlessly with your Brother printer to provide superior results along with reliable page yields and high-quality, professional results. Extensive testing ensures ongoing, reliable performance.

Message #3: OUTPERFORMS THIRD PARTY TONERS

Using knock-off, third party or generic toner may result in reduced page yields, inferior print quality, a messy experience and possibly printer damage. Product warranty may not cover printer damage or malfunction caused by using non-Brother Genuine toner.

Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK

TN-227 2 Pack TN227 BK•HY*2

Top Bullets:

1. Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK contains two TN227 black toner cartridges that deliver professional, laser-quality prints that you can rely on for up to 3,000 pages per cartridge,¹ and up to 6,000 total pages.¹
2. Brother Genuine laser toner 2-pack provides extra convenience – having extra toner on hand and printing twice as many pages² when you use both toner cartridges.
3. Using Brother multi-pack laser toner helps cut down on the frequency of replacement orders and offers a convenient way to always have replacement toner on hand.
4. Brother Genuine laser toner is intelligently engineered to work in seamless unison with your Brother printer.
5. Brother Genuine black laser toner produces crisp, sharp, black and white laser-quality prints that withstand the test of time.
6. Brother offers an environmentally responsible way for customers to dispose of Brother Genuine cartridges. Visit www.brother-usa.com/Environment to learn more.
7. Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK is for use with: HL-L3210CW, HL-L3230CDW, HL-L3270CDW, HL-L3290CDW, MFC-L3710CW, MFC-L3750CDW and MFC-L3770CDW.

¹Approximate toner cartridge yields in accordance with ISO/IEC 19798 (Letter/A4).

²Approximate toner cartridge yield for TN227 is up to 3,000 pages per cartridge for a total of up to 6,000 pages for two cartridges.

Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK (Top 5 Bullets – Optimized Listing)

Product Title: Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK

Top Five Features:

- **BROTHER GENUINE HIGH-YIELD BLACK TONER CARTRIDGE TWIN PACK TN227 2PK:** Contains two TN227 black laser toner cartridges that deliver professional laser print quality for up to 3,000 pages per cartridge(1) and up to 6,000 total pages.(1)
- **PRINT TWICE AS MANY PAGES:** Using Brother Genuine laser toner 2-packs delivers twice as many pages as single-pack toner.(2) Multi-pack laser toner helps minimize the number of toner orders you need to place.
- **INTELLIGENTLY ENGINEERED TO WORK IN SEAMLESS UNISON WITH YOUR BROTHER PRINTER.** Produces professional, crisp, sharp, black and white laser-quality prints that withstand the test of time.
- **BROTHER OFFERS A TONER CARTRIDGE COLLECTION AND RECYCLING PROGRAM.** Brother offers an environmentally responsible way to dispose of used Brother Genuine cartridges. Visit manufacturer’s website for additional information.
- **BROTHER GENUINE HIGH-YIELD BLACK TONER CARTRIDGE TWIN PACK TN227 2PK IS FOR USE WITH:** HL-L3210CW, HL-L3230CDW, HL-L3270CDW, HL-L3290CDW, HL-L3290CDW, MFC-L3710CW, MFC-L3750CDW and MFC-L3770CDW.

(1) Approximate toner cartridge yields in accordance with ISO/IEC 19798 (Letter/A4).

(2) Approximate toner cartridge yield for TN227 is up to 3,000 pages per cartridge for a total of up to 6,000 pages for two cartridges.

Product Description

Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK contains two TN227 black toner cartridges that deliver consistent, professional laser-quality prints you can rely on for up to 3,000 pages per cartridge (1) for a total of up to 6,000 pages.(1) The Brother Genuine laser toner 2-pack offers extra convenience – having an extra toner cartridge on hand and printing twice as many pages when you use both toner cartridges.(2) Brother Genuine laser toner is intelligently engineered to work seamlessly with your Brother printer to consistently deliver sharp, crisp laser-quality prints that withstand the test of time. Using Brother Genuine multi-pack laser toner offers convenience and helps minimize the number of repeat toner orders you need to place. Brother offers an environmentally responsible way for customers to dispose of Brother Genuine cartridges. Visit manufacturer’s website to learn more. Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN227 2PK is for use with: HL-L3210CW, HL-L3230CDW, HL-L3270CDW, HL-L3290CDW, MFC-L3710CW, MFC-L3750CDW and MFC-L3770CDW.

(1) Approximate toner cartridge yields in accordance with ISO/IEC 19798 (Letter/A4).

(2) Approximate toner cartridge yield for TN227 is up to 3,000 pages per cartridge for a total of up to 6,000 pages for two cartridges.

IMAGES

Contact your Brother Sales Representative for product images.

TONER MULTI-PACKS: SUPPLY SETUP INFORMATION	
Model # (SKU NAME ON BOX)	TN-227 2PK
Multi-Pack Description	2 pack of black toner Twin Pack
Reorder Part Number	TN2272PK
For Use With	HL-L3210CW HL-L3230CDW HL-L3270CDW HL-L3290CDW MFC-L3710CW MFC-L3750CDW MFC-L3770CDW
Approx. Yield Per Cartridge*	3,000 pages
*Yield Conditions	Approx. cartridge yield in accordance with ISO/IEC 19798 (letter/A4)
Minimum Quantity	2
Setup Information	
Individual Carton	
UPC Code	012502656623
Dimensions (L x W x H)	8.1" x 15.3" x 6.1"
Weight (lb.)	4.0
Master Carton	
Quantity	2
UPC Code	30012502656624
Dimensions (L x W x H)	15.7" x 16.7" x 6.9"
Weight (lb.)	9.5
Harmonized Code	8443.99.5015
Country Of Origin	Vietnam
Pallet Information	
# of Master Packs / Layer	6
# of Layers	7
# of Individual Cartons / Pallet	84
Pallet Weight	430.7

KEYWORDS: TN227 2PK

ALL KEYWORDS

brother toner; toner brother; brother printer toner; mfc brother toner; brother toner cartridge; tn brother toner; brother laser toner; brother laser printer toner; tn toner brother; brother ink toner; brother laser toner cartridge; brother toner refill; brother toner replacement; brother toner pack; black toner brother; brother black toner; brother high yield toner; tn 227; tn-227; brother tn-227; tn-227 toner; tn 227 toner; tn-227 black; tn 227 black; tn 227 bk; tn 227 toner cartridges; tn-227 pack; toner tn-227; brother hl-l3210cw toner; hl-l3270cdw toner; 3270cdw brother toner; hl-l3290cdw toner; brother hl-l3290cdw toner; mfc-l3710cw toner; mfc l3710cw toner; l3750cdw toner; mfc l3750cdw toner; mfc-l3770cdw toner; l3770cdw toner; mfc l3770cdw toner; brother mfc-l3770cdw toner cartridges; mfcl3770cdw toner; mfc 3770cdw toner; toner; toner cartridge; laser toner; laser toner cartridge; laser printer toner; laser toner cartridges; toner refill; refill toner; toner ink refill; laser toner refill; printer toner refill; ink toner refill; toner cartridge refill; replacement toner; toner replacement; replacement toner cartridge; replacement laser toner; black toner; toner black; black toner cartridge; black ink toner; black laser toner; laser printer toner black; black toner refill; color laser toner; color laser printer toner; color laser toner cartridge; toner refill kit; toner replacement kit; toner pack; toner two pack; bulk toner refill; high yield toner; HL-L3210CW; HL-L3230CDW; HL-L3270CDW; HL-L3290CDW; MFC-L3710CW; MFC-L3750CDW; MFC-L3770CDW

AMAZON BACKEND KEYWORDS (250 Characters)

toner; cartridge; laser; printer; ink; refill; replacement; pack; kit; series; high; yield; black; bk; color; hl; mfc; tn-227; tn; 227; HL-L3210CW; HL-L3230CDW; HL-L3270CDW; HL-L3290CDW; MFC-L3710CW; MFC-L3750CDW; MFC-L3770CDW; HLL3210CW; HLL3230CDW; HLL3270CDW; HLL3290CDW; MFCL3710CW; MFCL3750CDW; MFCL3770CDW

