



Brother Genuine Multi-Pack Toner Marketing Guidelines Document 2019

TN-223 4PK

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 – TN223 4PK

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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 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 Standard-Yield Toner Cartridge Four Pack TN223 4PK - includes one cartridge each of Black, Cyan, Magenta & Yellow Toner

TN-223 4 Pack TN223 CMYK

Top Bullets:

1. Brother Genuine Standard-Yield Toner Cartridge Four Pack TN223 4PK contains one cartridge each of TN223 Black, Cyan, Magenta and Yellow toner that deliver professional, laser-quality prints that you can rely on for up to 1,400 pages per black cartridge¹ and up to 1,300 pages¹ per color cartridge.¹
2. Using Brother multi-pack toner helps cut down on the frequency of replacement orders and offers a convenient way to always have replacement toner on hand.
3. Brother Genuine laser toner is intelligently engineered to work in seamless unison with your Brother printer.
4. Brother Genuine color toner produces rich, vivid laser-quality color prints while Brother Genuine black laser toner produces crisp, sharp black & white laser-quality prints that withstand the test of time.
5. Brother offers an environmentally responsible way for customers to dispose of Brother Genuine cartridges. Visit www.brother-usa.com/Environment to learn more.
6. Brother Genuine Standard-Yield Toner Cartridge Four Pack TN223 4PK 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).

Brother Genuine Standard-Yield Toner Cartridge Four Pack TN223 4PK - includes one cartridge each of Black, Cyan, Magenta & Yellow Toner

Product Title: Brother Genuine Standard-Yield Toner Cartridge Four Pack TN223 4PK - includes one cartridge each of Black, Cyan, Magenta & Yellow Toner

Top Five Features:

- **BROTHER GENUINE STANDARD-YIELD TONER CARTRIDGE FOUR PACK TN223 4PK:** Contains one cartridge each of Black, Cyan, Magenta and Yellow toner that provides professional laser print quality for up to 1,400 pages per black cartridge(1) and up to 1,300 pages per color cartridge.(1)
- **USING BROTHER GENUINE MULTI-PACK TONER OFFERS CONVENIENCE:** Choosing Brother Genuine multi-pack toner helps to minimize the number of toner orders you need to place.
- **INTELLIGENTLY ENGINEERED TO WORK IN SEAMLESS UNISON WITH YOUR BROTHER PRINTER.** Produces professional, rich, vivid laser-quality color prints and 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 STANDARD-YIELD TONER CARTRIDGE FOUR PACK TN223 4PK 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).

Product Description

Brother Genuine Standard-Yield Toner Cartridge Four Pack TN223 4PK contains one cartridge each of Black, Cyan, Magenta and Yellow toner that deliver consistent, professional laser-quality prints you can rely on for up to 1,400 pages per black cartridge(1) and up to 1,300 pages per color cartridge.(1) The Brother Genuine laser toner 4-pack offers the convenience of having extra toner cartridges on hand. Brother Genuine laser toner is intelligently engineered to work seamlessly with your Brother printer to consistently deliver rich, vivid laser-quality color prints and sharp, crisp black and white 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 Standard-Yield Toner Cartridge Four Pack TN223 4PK 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).

IMAGES

Contact your Brother Sales Representative for product images.

TONER MULTI-PACKS: SUPPLY SETUP INFORMATION	
Model # (SKU NAME ON BOX)	TN-223 4PK
Multi-Pack Description	4 pack of black and color toners (CMYK)
Reorder Part Number	TN2234PK
For Use With	HL-L3210CW HL-L3230CDW HL-L3270CDW HL-L3290CDW MFC-L3710CW MFC-L3750CDW MFC-L3770CDW
Approx. Yield Per Cartridge*	BK: 1,400 pages C/M/Y: 1,300 pages
*Yield Conditions	Approx. cartridge yield in accordance with ISO/IEC 19798 (letter/A4)
Minimum Quantity	2
Setup Information	
Individual Carton	
UPC Code	012502656609
Dimensions (L x W x H)	10.7" x 15.7" x 6.3"
Weight (lb.)	5.1
Master Carton	
Quantity	2
UPC Code	30012502656600
Dimensions (L x W x H)	11.3" x 16.3" x 13.5"
Weight (lb.)	11.6
Harmonized Code	8443.99.5015
Country Of Origin	Vietnam
Pallet Information	
# of Master Packs / Layer	10
# of Layers	3
# of Individual Cartons / Pallet	60
Pallet Weight	379.1

KEYWORDS: TN223 4PK

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 color toner; brother cyan toner; brother toner magenta; brother yellow toner; tn 223; tn-223; tn-223 toner; tn-223 bk/c/m/y; tn 223 toner; tn 223 black; tn 223 bk; brother tn-223; brother tn 223; toner tn-223; tn 223 toner cartridges; 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 toner; toner color; colored toner; color toner cartridge; color laser toner; color printer toner; color laser printer toner; color laser toner cartridge; color toner refill; cyan toner; cyan toner cartridge; blue color toner; cyan toner refill; magenta toner; toner cartridge magenta; purple color toner; magenta toner refill; yellow toner; toner yellow; yellow printer toner; toner refill kit; toner replacement kit; toner pack; 4 pack toner; bulk toner refill; standard toner cartridge; standard yield toner cartridge; HL-L3210CW; HL-L3230CDW; HL-L3270CDW; HL-L3290CDW; MFC-L3710CW; MFC-L3750CDW ; MFC-L3770CDW

AMAZON BACKEND KEYWORDS (250 Characters)

toner; cartridge; laser; printer; refill; replacement; pack; kit; color; black; cyan; magenta; yellow; blue; purple; c; m; y; tn-223; tn; 223; HL-L3210CW; HL-L3230CDW; HL-L3270CDW; HL-L3290CDW; MFC-L3710CW; MFC-L3750CDW; MFC-L3770CDW; HLL3210CW; HLL3230CDW; HLL3270CDW; HLL3290CDW; MFCL3710CW; MFCL3750CDW; MFCL3770CDW

