



# **Brother Genuine Multi-Pack Toner Marketing Guidelines Document 2019**

**TN-660 2PK**



# **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 – TN660 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 TN660 2PK

TN-660 2 Pack TN660 BK•HY\*2

### Top Bullets:

1. Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN660 2PK contains two TN660 black toner cartridges that deliver professional, laser-quality prints that you can rely on for up to 2,600 pages per cartridge,<sup>1</sup> and up to 5,200 total pages.<sup>1</sup>
2. Brother Genuine laser toner 2-pack provides extra convenience – having extra toner on hand and printing twice as many pages<sup>2</sup> 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](http://www.brother-usa.com/Environment) to learn more.
7. Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN660 2PK is for use with: DCP-L2520DW, DCP-L2540DW, HL-L2300D, HL-L2305W, HL-L2315DW, HL-L2320D, HL-L2340DW, HL-L2360DW, HL-L2380DW, MFC-L2680W, MFC-L2685DW, MFC-L2700DW, MFC-L2705DW, MFC-L2707DW, MFC-L2720DW, MFC-L2740DW.

<sup>1</sup>Approximate toner cartridge yields in accordance with ISO/IEC 19752 (Letter/A4).

<sup>2</sup>Approximate toner cartridge yield for TN660 is up to 2,600 pages per cartridge for a total of up to 5,200 pages for two cartridges.

## Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN660 2PK (Top 5 Bullets – Optimized Listing)

**Product Title:** Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN660 2PK

### Top Five Features:

- **BROTHER GENUINE HIGH-YIELD BLACK TONER CARTRIDGE TWIN PACK TN660 2PK:** Contains two TN660 black laser toner cartridges that deliver professional laser print quality for up to 2,600 pages per cartridge(1) and up to 5,200 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 TN660 2PK IS FOR USE WITH:** DCP-L2520DW, DCP-L2540DW, HL-L2300D, HL-L2305W, HL-L2315DW, HL-L2320D, HL-L2340DW, HL-L2360DW, HL-L2380DW, MFC-L2680W, MFC-L2685DW, MFC-L2700DW, MFC-L2705DW, MFC-L2707DW, MFC-L2720DW, MFC-L2740DW.

(1) Approximate toner cartridge yields in accordance with ISO/IEC 19752 (Letter/A4).

(2) Approximate toner cartridge yield for TN660 is up to 2,600 pages per cartridge for a total of up to 5,200 pages for two cartridges.

### Product Description

Brother Genuine High-Yield Black Toner Cartridge Twin Pack TN660 2PK contains two TN660 black toner cartridges that deliver consistent, professional laser-quality prints you can rely on for up to 2,600 pages per cartridge (1) for a total of up to 5,200 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 TN660 2PK is for use with: DCP-L2520DW, DCP-L2540DW, HL-L2300D, HL-L2305W, HL-L2315DW, HL-L2320D, HL-L2340DW, HL-L2360DW, HL-L2380DW, MFC-L2680W, MFC-L2685DW, MFC-L2700DW, MFC-L2705DW, MFC-L2707DW, MFC-L2720DW, MFC-L2740DW.

(1) Approximate toner cartridge yields in accordance with ISO/IEC 19752 (Letter/A4).

- (2) Approximate toner cartridge yield for TN660 is up to 2,600 pages per cartridge for a total of up to 5,200 pages for two cartridges.

## **IMAGES**

Contact your Brother Sales Representative for product images.

TONER MULTI-PACKS: SUPPLY SETUP INFORMATION	
Model # (SKU NAME ON BOX)	<b>TN-660 2PK</b>
Multi-Pack Description	2 pack of black toner Twin Pack
Reorder Part Number	TN6602PK
For Use With	DCP-L2520DW DCP-L2540DW HL-L2300D HL-L2305W HL-L2315DW HL-L2320D HL-L2340DW HL-L2360DW HL-L2380DW MFC-L2680W MFC-L2685DW MFC-L2700DW MFC-L2705DW MFC-L2707DW MFC-L2720DW MFC-L2740DW
Approx. Yield Per Cartridge*	2,600 pages
*Yield Conditions	Approx. toner cartridge yield in accordance with ISO/IEC 19752 (letter/A4)
Minimum Quantity	2
<b>Setup Information</b>	
<b>Individual Carton</b>	
UPC Code	012502656654
Dimensions (L x W x H)	14.2" x 6.9" x 6.9"
Weight (lb.)	6.6
<b>Master Carton</b>	
Quantity	2
UPC Code	30012502656655
Dimensions (L x W x H)	14.8" x 14.6" x 7.9"
Weight (lb.)	14.4
Harmonized Code	8443.99.5015
Country Of Origin	Vietnam
<b>Pallet Information</b>	
# of Master Packs / Layer	6
# of Layers	6
# of Individual Cartons / Pallet	72
Pallet Weight	551.6



## **KEYWORDS: TN660 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-660; tn 660; brother tn-660; tn-660 toner; tn 660 toner; tn-660 toner cartridge; brother tn 660; tn 660 brother toner; tn 660 high yield toner; tn-660 black; tn-660 brother toner cartridge; tn-660 refill; dcp-l2520dw toner; dcp-l2540dw toner; brother dcp-l2540dw toner cartridge; hl-l2300d toner; l2340dw toner; hl-l2340dw toner; hl l2340dw toner; hll2340dw toner; l2360dw toner; hl-2360d toner; hl-l2380dw toner; l2380dw toner; 2380dw toner; hll2380dw toner; l2685dw toner; mfc-l2700dw toner; l2700dw toner; brother mfc l2700dw toner cartridge; mfcl2700dw toner; mfc-2700dw toner; mfc l2707dw toner; mfc-l2740dw toner; l2740dw toner; mfc l2740dw toner; mfc-2740dw 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; monochrome laser printer toner; laser printer toner black; black toner refill; toner refill kit; toner replacement kit; toner pack; toner two pack; bulk toner refill; high yield toner; DCP-L2520DW; DCP-L2540DW; HL-L2300D; HL-L2305W; HL-L2315DW; HL-L2320D; HL-L2340DW; HL-L2360DW; HL-L2380DW; MFC-L2680W; MFC-L2685DW; MFC-L2700DW; MFC-L2705DW; MFC-L2707DW; MFC-L2720DW; MFC-L2740DW

### **AMAZON BACKEND KEYWORDS (250 Characters)**

toner; cartridge; laser; printer; ink; refill; replacement; pack; kit; high; yield; black; bk; mono; tn-660; tn; 660; DCP-L2520DW; DCP-L2540DW; HL-L2300D; HL-L2305W; HL-L2315DW; HL-L2320D; HL-L2340DW; HL-L2360DW; HL-L2380DW; MFC-L2680W; MFC-L2685DW; MFC-L2700DW; MFC-L2705DW; MFC-L2707DW; MFC-L2720DW; MFC-L2740DW

**brother**  
at your side