



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

**TN-331 3PK**

**brother**  
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# **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 – TN331 3PK

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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 Color Toner Cartridge Three Pack TN331 3PK - includes one cartridge each of Cyan, Magenta & Yellow Toner**

TN-331 3 Pack TN331 CMY

### **Top Bullets:**

1. Brother Genuine Standard-Yield Color Toner Cartridge Three Pack contains one cartridge each of TN331 Cyan, Magenta, and Yellow toner that deliver professional, laser-quality prints that you can rely on for up to 1,500 pages per cartridge.<sup>1</sup>
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 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](http://www.brother-usa.com/Environment) to learn more.
6. Brother Genuine Standard-Yield Color Toner Cartridge Three Pack TN331 3PK is for use with: HL-L8250CDN, HL-L8350CDW, HL-L8350CDWT, MFC-L8600CDW, MFC-L8850CDW.

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

## Brother Genuine Standard-Yield Toner Cartridge Three Pack TN331 3PK - includes one cartridge each of Cyan, Magenta & Yellow Toner

**Product Title:** Brother Genuine Standard-Yield Color Toner Cartridge Three Pack TN331 3PK -includes one cartridge each of Cyan, Magenta & Yellow Toner

### Top Five Features:

- **BROTHER GENUINE STANDARD-YIELD COLOR TONER CARTRIDGE THREE PACK TN331 3PK:** Contains one cartridge each of Cyan, Magenta and Yellow toner that provides professional laser print quality for up to 1,500 pages per 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 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 COLOR TONER CARTRIDGE THREE PACK TN331 IS FOR USE WITH:** HL-L8250CDN, HL-L8350CDW, HL-L8350CDWT, MFC-L8600CDW, MFC-L8850CDW.

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

### Product Description

Brother Genuine Standard-Yield Color Toner Cartridge Three Pack TN331 3PK contains one cartridge each of Cyan, Magenta and Yellow toner that deliver consistent, professional laser-quality prints you can rely on for up to 1,500 pages per cartridge(1). The Brother Genuine laser toner 3-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 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 Color Toner Cartridge Three Pack TN331 3PK is for use with: HL-L8250CDN, HL-L8350CDW, HL-L8350CDWT, MFC-L8600CDW, MFC-L8850CDW.

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

## **IMAGES**

Contact your Brother Sales Representative for product images.

<b>TONER MULTI-PACKS: SUPPLY SETUP INFORMATION</b>	
<b>Model #</b>	<b>TN-331 3PK</b>
Multi-Pack Description	3 pack of color toners (CMY)
Reorder Part Number	TN3313PK
For Use With	HL-L8250CDN HL-L8350CDW HL-L8350CDWT MFC-L8600CDW MFC-L8850CDW
Approx. Yield Per Cartridge*	1,500 pages
*Yield Conditions	Approx. cartridge yield in accordance with ISO/IEC 19798 (letter/A4)
Minimum Quantity	2
<b>Setup Information</b>	
<b>Individual Carton</b>	
UPC Code	012502656692
Dimensions (L x W x H)	13.3" x 6.5" x 13.7"
Weight (lb.)	5.6
<b>Master Carton</b>	
Quantity	2
UPC Code	30012502656693
Dimensions (L x W x H)	14.0" x 13.7" x 14.8"
Weight (lb.)	12.2
Harmonized Code	8443.99.5015
Country Of Origin	China
<b>Pallet Information</b>	
# of Master Packs / Layer	9
# of Layers	3
# of Individual Cartons / Pallet	54
Pallet Weight	362.6

## **KEYWORDS: TN331 3PK**

### **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; brother color toner; brother cyan toner; brother toner magenta; brother yellow toner; tn-331; tn 331; tn 331 toner; tn 331 magenta; tn 331 yellow; tn 331 c; tn-331 toner; tn 331 y; tn-331 brother ink; tn-331 toner brother; tn-331 yellow; brother tn-331; tn-331 cyan; tn-331 brother; tn-331 m; hl-l8350cdw toner; hll8350cdw toner; hl-8350cdw toner; hl8350cdw toner; mfc-l8850cdw toner; mfc l8850cdw toner; l8850cdw toner; mfcl8850cdw toner; mfc-8850cdw 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; 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; toner 3 pack; bulk toner refill; standard toner cartridge; standard yield toner cartridge; HL-L8250CDN; HL-L8350CDW; HL-L8350CDWT; MFC-L8600CDW; MFC-L8850CDW

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

toner; cartridge; laser; printer; refill; replacement; pack; kit; color; cyan; magenta; yellow; blue; purple; c; m; y; tn-331; tn; 331; HL-L8250CDN; HL-L8350CDW; HL-L8350CDWT; MFC-L8600CDW; MFC-L8850CDW; HLL8250CDN; HLL8350CDW; HLL8350CDWT; MFCL8600CDW; MFCL8850CDW; L8250CDN; L8350CDW; L8350CDWT; L8600CDW; L8850CDW

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