Top 10 Bullets

Product Title:
Brother MFC-L2750DW Monochrome Laser All-in-One Printer with 2.7" Touchscreen, Single-pass Duplex Copy & Scan, Wireless and NFC

Product Description:
The Brother MFC-L2750DW delivers full featured performance for busy home or small offices. The up to 50-sheet automatic document feeder helps save time with single-pass duplex (2-sided) copying and scanning, while offering multi-page copy, scan & fax. Its class leading print speeds of up to 36 pages per minute[1] provide increased efficiency. Wireless mobile device printing[2] and "touch to connect" printing and scanning with NFC[3] deliver added convenience. You can print-from and scan-to popular Cloud services[4] directly from the 2.7" color Touchscreen and help save time by creating custom shortcuts for your most used features. The 250-sheet paper capacity helps improve efficiency with less refills and handles letter or legal sized paper. Comes with a 1-year limited warranty and free online, call or live chat support for the life of your product.

Top 10 Bullets: *To be used in chronological order, including as many messages as space allows*

1. **Print more, wait less.** Engineered for increased efficiency with class leading class print speeds of up to 36 pages per minute[3].
2. **Dynamic features meet your evolving needs.** The 250-sheet paper capacity helps improve efficiency with less refills and the manual feed slot offers professional prints on a variety of papers and sizes, such as card stock, envelopes, etc.
3. **Engineered for productivity.** Helps save time with single-pass duplex (2-sided) copying and scanning via up to 50-sheet automatic document feeder, offering multi-page copy, scan & fax.
4. **Printing as mobile as you are.** Print wirelessly from your desktop, laptop, smartphone and tablet[2]. "Touch to connect" printing with NFC gives added convenience[3].
5. **Intuitive connection to the Cloud.** Print-from and scan-to popular cloud services directly from the 2.7" color touchscreen including Dropbox, Google Drive™, Evernote, OneNote and more[6]. Help save time by creating custom shortcuts right on the touchscreen for your most used features.
6. **Created to streamline your document workflow.** Using the touchscreen, access Brother Cloud Apps: a free suite of innovative, cloud-based applications designed to meet your changing needs, including Scan to Office, which converts a hard copy document into an editable text file - Word, Excel®, or PowerPoint®[4].
7. **Loaded with cost saving features.** Automatic duplex (2-sided) printing helps save on paper costs and toner save mode helps save on toner costs.
8. **Brother Genuine toner helps provide genuine savings.** Brother Genuine super high-yield replacement toner delivers up to three times more prints and helps lower your printing costs[5].
9. **Durable and dependable design.** Sturdy and robust construction ensures your all-in-one will keep up with your busy schedule.
10. **At your side support.** 1 Year Limited Warranty and free online, call or live chat support for the life of your product.

Disclaimers:
1. Based on competing in-class monochrome laser multifunction printers under $300. Print speed specifications gathered from manufacturer websites as of 1/9/2017.
2. Requires connection to a wireless network.
3. The mobile device must have NFC capability and run Android OS 4.4 or later.
4. Requires an Internet connection and an account with desired service.
5. TN-770 Super High-yield vs. TN-730 Standard Yield. Up to three times more prints and lower printing costs based on yields and MSRP. Standard yield and Super High-yield cartridges sold separately.

Shopfront Fact Tag

Specs: *To be used in chronological order, including as many messages as space allows*

- Single-pass duplex copy & scan
- Up to 50-sheet Automatic Document Feeder
- Prints up to 36 ppm
- 2.7" Color Touchscreen Display
- NFC Print & Scan[1]
- Print from mobile devices[2]
- 250-sheet paper capacity

Disclaimer:
1. The mobile device must have NFC capability and run Android OS 4.4 or later.
2. Requires connection to a wireless network.

Printed / Online Ad Bullets

Top Hardware Bullets for Ads:

- Single-pass Duplex Copy & Scan
- Up to 50-sheet Automatic Document Feeder
- Fast print speed up to 36 ppm
- 2.7" Color Touchscreen Display
- NFC "touch to connect" print & scan[1]
- Print wirelessly from mobile devices[2]
- 250-sheet paper capacity

Disclaimer:
1. The mobile device must have NFC capability and run Android OS 4.4 or later.
2. Requires connection to a wireless network.

Marketing Copy

100-words:

The Brother MFC-L2750DW is a compact, durable monochrome laser all-in-one delivering class-leading print speeds up to 36ppm[1] that is perfect for small offices. Flexible paper options with an up to 250-sheet capacity paper tray and 50-sheet automatic document feeder for single-pass duplex copying and scanning. NFC "touch to connect" printing and scanning[2] and wireless printing from compatible mobile devices[3]. Offers wireless networking and Ethernet connectivity. The 2.7" color Touchscreen display enables menu navigation and creation of workflow shortcuts plus print-from and scan-to a variety of destinations including popular cloud services[4]. 1-year limited warranty plus free support for the life of your product.

Disclaimer:
1. Based on competing in-class monochrome laser multifunction printers under $300. Print speed specifications gathered from manufacturer websites as of 1/9/2017.
2. The mobile device must have NFC capability and run Android OS 4.4 or later.
3. Requires connection to a wireless network.
4. Requires an Internet connection and an account with desired service.

50-words:

The Brother MFC-L2750DW is a durable monochrome laser all-in-one with wireless networking, advanced duplex and print speeds up to 36ppm. Up to 250-sheet paper capacity. Scan and copy single-pass duplex from the up to 50-sheet automatic document feeder. Use the 2.7" color Touchscreen display to scan to popular cloud services[1]. Print wirelessly from mobile devices[2].

Disclaimer:
1. Requires an Internet connection and an account with desired service.
2. Requires connection to a wireless network.

25-words:

The Brother MFC-L2750DW monochrome laser all-in-one offers an up to 50-sheet auto document feeder, 2.7" Touchscreen display and prints up to 36ppm plus NFC[1] and mobile device printing[2].

Disclaimer:
1. The mobile device must have NFC capability and run Android OS 4.4 or later.
2. Requires connection to a wireless network.

Replacement Supplies & Accessories

- TN-730 Black Standard Yield Toner Cartridge
- TN-760 Black High Yield Toner Cartridge
- TN-770 Black Super High Yield Toner Cartridge
- DR-730 Drum Unit

Specifications:

Print Technology	Electrophotographic Laser
LCD Display (type/size)	2.7" Color TouchScreen
Paper Size (maximum)	Paper Tray: Up to 8.5" x 14" (legal) Manual Feed Slot: 3" to 8.5" (W), 5" to 14" (L)
Print Speed (maximum)	Up to 36ppm
Print Resolution (maximum)	Up to 2400 x 600 dpi
Emulations	PCL6, BR-Script3±
Memory (std./max.)	256MB / 256MB
Duplex Printing Capability	Yes
Paper Input Capacity (maximum)∞	250-sheet capacity paper tray, plus a single-sheet manual feed slot
Output Capacity (maximum)∞	100 sheets (face down), 1 sheet (face up)
Auto Document Feeder∞	Up to 50 pages
Standard Interfaces	Wireless 802.11b/g/n, Ethernet, Hi-Speed USB 2.0
Copy Speed (maximum)	Up to 36cpm
Automatic Duplex Scan/Copy	Yes
Copy Resolution (maximum)	600 x 600 dpi
Copy Reduction/Enlargement	25% - 400% in 1% increments
Copy Options	Sorting, N-in-1, Multi-copying (up to 99), ID copy
Scanner Type	Color Flatbed with ADF
Document Glass Size	8.5" x 11" (letter)
Scan Resolution (maximum)	Optical: Up to 1200 x 1200 dpi[4] Interpolated: Up to 19200 x 19200 dpi
Scan To Capability	File, Image, E-mail, OCR, FTP, Microsoft® SharePoint®♦, Cloud (Web Connect∨)
Web Connect∨	DROPBOX, GOOGLE DRIVE™, EVERNOTE®, ONEDRIVE, ONENOTE, BOX
Brother Cloud Apps◄	Office Print, Easy Scan to E-mail, Scan to mobile
Document Viewer / OCR Software	Nuance™ PaperPort™ 14SE w/ OCR for Windows® (by download)
Fax Modem	33.6K bps
Fax Page Memory (maximum)	Up to 500 pages[2]
Speed Dial Locations	200
PC Fax Capability[3]	Yes
Operating Systems Compatibility°	Windows® 8.1, 8, 7 / Windows® 10 Home / 10 Pro / 10 Education / 10 Enterprise Windows Server® 2016 / 2012 R2 / 2012 / 2008 R2 / 2008 Mac® OS X® v10.10.5, 10.11.x, 10.12.x , 10.13.x Linux
Mobile Device Compatibility □	AirPrint®, Google Cloud Print™, Brother iPrint&Scan, Wi-Fi Direct®
Maximum Monthly Duty Cycle◊	Up to 15,000 pages/month
Recommended Monthly Volume·	Up to 2,000 pages/month
Warranty	1-year limited warranty

Supplies & Accessories*:

TN-730	Standard Yield Toner (approx. 1,200 pages)▼
TN-760	High-Yield Toner (approx. 3,000 pages)▼
TN-770	Super High-Yield Toner (approx. 4,500 pages)▼
DR-730	Drum Unit (approx. 12,000 pages)^
BP60MPLTR	Letter-size Multi Purpose Paper (500 sheets)

Setup Information:

UPC Code	012502649885
Unit Dimensions	16.1" W x 15.7" D x 12.5" H
Unit Weight	26.5 lbs.
Carton Dimensions	22.8" W x 20.4" D x 17.1" H
Carton Weight	32.9 lbs.
Pallet Quantity	8
Pallet Tiers	2
Pallet Quantity per Tier	4
Pallet Size	48" W x 40" D
Pallet + Cartons Height	39.2"
Pallet + Carton Weight	293.1 lbs.
Country of Origin	Vietnam
Tarrif / Harmonized Code	8443.31.0000

Carton Contents:

- Brother MFC-L2750DW
- Starter Toner Cartridge (700 pages)▼
- DR-730 Drum (12,000 pages)^
- Quick Setup Guide and Basic User's Guide
- Installation CD-ROM (Mac® OS available from download links)
- AC Power Cord
- Telephone Line Cord

Working with you for a better environment
At Brother, our green initiative is simple. We strive to take responsibility, act respectfully and try to make a positive difference to help build a society where sustainable development can be achieved. We call this approach Brother Earth. www.brotherearth.com

Brother Earth
Working with you for a better environment

Scannable Barcode:

012502649885