

Top 10 Bullets

Product Title:

Brother MFC-J995DW XL INKvestment Tank Color Inkjet All-in-One Printer with Up to 2-Years of Ink In-box

Product Description:

The Brother MFC-J995DW XL INKvestment Tank all-in-one inkjet printer with tank technology is the optimal choice for your home or small office needs. The MFC-J995DW XL features reengineered INKvestment Tank cartridges along with an internal ink storage tank to deliver uninterrupted printing for up to 2-years¹ without the need to purchase ink. Business-capable features include mobile device printing², Near Field Communication (NFC) print and scan capabilities³, flexible paper handling options, automatic two-sided printing and easy onscreen navigation using the 2.7" color touchscreen. With the ink included in-box, the Brother INKvestment Tank all-inclusive solution delivers truly uninterrupted printing, exceptional features, super convenience, large page yields and low-cost printing. Includes a two-year limited warranty with free online, call, or live chat support for the life of your printer.

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

- 1. Breathe easy with up to 2 years of ink in-box.** Experience truly uninterrupted printing, exceptional savings and super convenience with up to two years of ink, based on printing approximately 300 pages per month, using only the cartridges provided in-box.¹
- 2. Revolutionary INKvestment Tank Ink System.** Brother reengineered its ink cartridges to hold more ink and created an internal ink storage tank that delivers more pages of uninterrupted printing without sacrificing the compact, desktop size.
- 3. Large page yields and low-cost printing.** Help extend the savings when it's time to replace your ink supply with Super or Ultra High-Yield replacement INKvestment Tank cartridges. Print for less than \$0.01 per page in black and less than \$0.05 per page in color with INKvestment Tank Ultra High-Yield replacement cartridges.⁴
- 4. Print with confidence using the Page Gauge.** Help take the guesswork out of when to replace ink by using the Page Gauge, a visual, numerical way to know the amount of ink you've used and the amount of ink you have remaining.⁵
- 5. Simple to connect your way.** Versatile connection options with built-in wireless, Ethernet, or connect locally to a single computer via USB interface.
- 6. Mobile printing and NFC print and scan capabilities.** Print wirelessly from your desktop, laptop, smartphone and tablet² and no network setup needed for NFC one "touch to connect" mobile device printing and scanning.³
- 7. Versatile paper handling.** Use the automatic document feeder, bypass tray, or 150-sheet capacity paper tray that adjusts for letter or legal-size paper. Automatic duplex (2-sided) printing helps save paper.
- 8. Intuitive 2.7" color touchscreen display.** Print-from and scan-to popular cloud services directly from the printer, including Google Drive™, Dropbox, Box, OneDrive and more.⁶
- 9. Quickly scan and share documents.** Easily scan and share documents using Brother Cloud Apps.⁷
- 10. Brother At Your Side support.** 2-Year Limited Warranty and free online, call, or live chat support for the life of your printer.

Disclaimers:

1. Based on average monthly print volumes of approximately 300 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network.
3. The mobile device must have NFC capability and run Android OS 4.4 or later.
4. Based on MSRP of LC3035 black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.
5. Page Gauge is an estimate for informational purposes only. For actual cartridge yield information refer to www.brother.com/pageyield.
6. Requires an Internet connection and an account with desired service.
7. Requires internet connection.

Printed / Online Ad Bullets

Top Hardware Bullets for Ads:

- Up to 2 years of ink in-box¹
- 150-sheet adjustable paper tray capacity
- 2.7" Color touchscreen
- NFC "touch to connect" print & scan²
- Mobile device printing³
- Automatic 2-sided printing
- Wireless, Ethernet & USB connectivity

Disclaimer:

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

Marketing Copy

100-words:

The Brother MFC-J995DW XL delivers uninterrupted printing for up to 2-years¹ using only the ink included in-box. Connection options include built-in wireless, Ethernet and USB interfaces. Print wirelessly from most mobile devices² and no network setup needed for NFC one-touch to connect printing and scanning.³ 2.7" color touchscreen for easy navigation lets you print-from and scan-to popular cloud services⁴ directly from the printer. Store and share documents with Brother Cloud Apps.⁵ The automatic document feeder, bypass tray and 150-sheet adjustable paper tray provide flexible output options. Two-year limited warranty with free online, call or live chat lifetime product support. <99>

Disclaimers:

1. Based on average monthly print volumes of approximately 300 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
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. Requires internet connection.

50-words:

The Brother MFC-J995DW XL delivers uninterrupted printing for up to 2-years¹ using only the ink in-box. Connect via wireless, Ethernet and USB interfaces. Wireless mobile device printing² and NFC one-touch to connect.³ 2.7" color touchscreen to directly print-from and scan-to popular cloud services.⁴ Two-year limited warranty with free lifetime printer support. <51>

Disclaimers:

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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.

25-words:

The Brother MFC-J995DW XL delivers ultra-convenience with up to 2-years¹ of uninterrupted printing using only the ink in-box. Print from mobile devices² and scan directly to popular cloud services.³ <28>

Disclaimer:

1. Based on average monthly print volumes of approximately 300 pages at 60% black pages / 40% color pages in accordance with ISO/IEC 24711 using 4 cartridges provided in-box. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network.
3. Requires an Internet connection and an account with desired service.

Replacement Supplies & Accessories

- LC3033BK Super High-yield Black Ink Cartridge
- LC3033C Super High-yield Cyan Ink Cartridge
- LC3033M Super High-yield Magenta Ink Cartridge
- LC3033Y Super High-yield Yellow Ink Cartridge
- LC3035BK Ultra High-yield Black Ink Cartridge
- LC3035C Ultra High-yield Cyan Ink Cartridge
- LC3035M Ultra High-yield Magenta Ink Cartridge
- LC3035Y Ultra High-yield Yellow Ink Cartridge

MFC-J995DW XL

Advance Specification Sheet

brother
at your side

Specifications:

Print Technology	4-cartridge Color Inkjet
LCD Display (type/size)	2.7" Color Touchscreen Display
Paper Size (maximum)	Paper Tray: Up to 8.5" x 14" (legal size) Bypass Tray: Up to 8.5" x 14" (legal size)
Print Speed (maximum)*	Black (ISO/IEC 24734): Up to 12ppm Color (ISO/IEC 24734): Up to 10ppm
FPOT (First Print Out Time)**	Black: Approx. 8.0 Seconds Color: Approx. 8.5 Seconds
Print Resolution (maximum)†	Up to 6000 x 1200 dpi
Duplex Printing Capability	Yes (up to 8.5"x11")
Borderless Printing Capability‡	Yes (Letter, 4x6, 5x8, 3.5x5, 5x7, and A4)
Paper Input Capacity (maximum)	Up to 150 sheets plus 1-sheet bypass tray
Auto Document Feeder	Yes (up to 20-sheets)
Standard Interfaces*	Wireless (802.11 b/g/n), Ethernet, Wi-Fi Direct®, NFC, Hi-speed USB 2.0
Copy Speed (maximum)~	Black (ISO/IEC 24735): Up to 6ppm Color (ISO/IEC 24735): Up to 6ppm
Copy Resolution (maximum)†	Up to 1200 x 1200 dpi
Copy Reduction/Enlargement	25% - 400% in 1% increments
Copy Options	Stack, Sort, N-in-1, ID Copy, Fit to Page, Book Copy, Thin Paper Copy, Watermark Copy, Base Color Removal
Scanner Type	Color Flatbed (CIS)
Document Glass Size	Letter Size 8.5" x 11.7"
Scan / Copy Size (maximum)	Letter (8.5" x 11")
Scan Resolution (maximum)†	Optical: 2400 x 1200 dpi (Flatbed) 600 x 1200 (ADF) Interpolated: 19200 x 19200 dpi
Fax Modem	14.4 Kbps
Fax Page Memory (maximum)ˆ	Up to 180 pages
Speed Dial Locations	100 x 2
PC Fax Capability¹	Yes (black & white only)
Web Connectivity²	GOOGLE DRIVE™, EVERNOTE®, DROPBOX, BOX, ONEDRIVE, ONENOTE, BROTHER CLOUD APPS
Brother Cloud Apps⁵	Scan to Office, Easy Scan to E-mail, CreativeCenter, Fax forward to cloud/E-mail, Scan to Mobile
Near Field Communication (NFC)®	Yes
Operating Systems Compatibility‡	PC: Windows 10, 8.1, 8, 7; Windows Server 2008, 2008 R2 MAC®: OS X v10.11.6, 10.12.x, 10.13.x
Mobile Device Compatibility‡*	AirPrint®, Google Cloud Print™, Mopria™, Wi-Fi Direct®, and Brother iPrint&Scan
Maximum Monthly Duty Cycle³	Up to 5,000 pages
Recommended Monthly Volume⁴	Up to 1,500 pages
Warranty	2-year Limited Warranty
ENERGY STAR® Qualified	Yes

*ISO print speed based on ISO/IEC 24734 (after first set of ISO test pages). For more details, visit www.brother-usa.com.

~ISO copy speed is based on ISO/IEC 24735. For more details, visit www.brother-usa.com.

†Resolutions are listed by vertical by horizontal dpi.

‡Borderless not available on duplex. Minimum default margins .12" on all sides.

*Cables not included.

ˆBlack and white only. Based on ITU-test 1 Chart No.1 at standard resolution with MMR compression.

¹PC-Fax Send Only for Mac® users.

²Requires internet connection and an account with desired service.

³Maximum number of printed pages per month and can be used to compare designed durability between like Brother products.

⁴For maximum printer life, it is best to choose a printer with a duty cycle that far exceeds your print requirements.

⁵The recommended range of monthly printed pages to achieve the best possible performance and printer life. Printers are intended to handle occasional usage beyond the range with little or no effect. Consistently printing above the recommended

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Supplies & Accessories*:

INKvestment
TANK

LC3035BK	Ultra High-yield Black Ink Cartridge (approx. 6,000 pages) ▲
LC3035C	Ultra High-yield Cyan Ink Cartridge (approx. 5,000 pages) ▲
LC3035M	Ultra High-yield Magenta Ink Cartridge (approx. 5,000 pages) ▲
LC3035Y	Ultra High-yield Yellow Ink Cartridge (approx. 5,000 pages) ▲
LC3033BK	Super High-yield Black Ink Cartridge (approx. 3,000 pages) ▲
LC3033C	Super High-yield Cyan Ink Cartridge (approx. 1,500 pages) ▲
LC3033M	Super High-yield Magenta Ink Cartridge (approx. 1,500 pages) ▲
LC3033Y	Super High-yield Yellow Ink Cartridge (approx. 1,500 pages) ▲
BP71GLTR	Innobella Letter-size Glossy Inkjet Paper (20 sheets) ▲
BP71GP20	Innobella 4" x 6" Glossy Photo Paper (20 sheets) ▲
BP60MPLTR	Innobella Letter-size Multi-Purpose Paper (500 sheets) ▲

Carton Contents:

Brother MFC-J995DW XL
LC3035BK/C/M/Y Black, Cyan, Magenta, Yellow Starter Ink Cartridges*
Quick Setup Guide
Product Safety Guide
Product Registration Sheet
Installation & Documentation CD-ROM for Windows and Mac OS®†
Telephone Line Cord

Setup Information:

UPC Code	012502651628
Unit Dimensions (WxDxH)	17.1" x 13.4" x 7.7"
Unit Weight	19.4 lbs
Carton Dimensions (WxDxH)	20.2" x 10.7" x 18.5"
Carton Weight	22.8 lbs
Pallet Quantity	16
Pallet Tiers	2
Pallet Quantity per Tier	8
Pallet Size	48" x 40"
Pallet + Cartons Height	42"
Pallet + Carton Weight	395.4 lbs
Country of Origin	Philippines
Tariff / Harmonized Code	8443.31.0000

Scannable Barcode:



print volume, however, may adversely affect the print quality or life of the machine. It is always best to choose a printer with an appropriate recommended print volume to allow for any anticipated increase in printing needs.

*Additional purchase required.

▲Approximate page yields in accordance with ISO 24711. For more page yield information see www.brother.com/pageyield.

†See system requirements on www.brother.com

‡Actual yield of initial cartridges will be approx. 75% of replacement LC3033 Series, due to ink system initialization. All replacement cartridges will provide approximate page yield stated in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

*The mobile device must have NFC capability and run Android OS 4.4 or later.

†Requires connection to a wireless network. The Brother iPrint&Scan free app download is not available in all countries.

‡Requires internet connection.

** From ready mode and standard tray.