



Brother Introduces the First P-touch Electronic Labeller with a Full-Colour LCD Display for True “What You See is What You Get” (WYSIWYG) Label Design

The P-touch PT-D600 offers incredibly intuitive and accurate label creation through easy-to-type keyboard, backlit colour display and automatic tape color detection

Singapore, 30 June 2015 – Brother International Singapore, a leader in home and business IT peripherals that focuses on the “Customer First” approach, has introduced PT-D600 – the newest PC connectable desktop model in its popular P-touch electronic labeller which is the first with a full-colour LCD display.

The versatile PT-D600 is designed for higher volume business users. Providing a true WYSIWYG image of the label, this full-colour LCD display shows edits in real time and even automatically detects and displays the colour of the labeling tape when installed in the electronic labeller.

The large QWERTY keyboard rests at an angle for comfortable and accurate typing. With convenient formatting keys and an LCD display, it works in tandem to create professional-looking labels.

The PT-D600 connects to Windows® and Mac® OS systems with the included USB cable that can be used with the free P-touch Editor Label Design software¹. With this software, users can create high resolution labels, choose from an extensive library of label templates and create custom labels using the fonts, symbols and graphics that are already stored on their computers.

“With the introduction of the new PT-D600, Brother has made label creation a more intuitive process than ever before,” said Mr Shinji Tada, Managing Director, ASEAN, Brother International Singapore. “By combining the standalone features of the full-colour display and easy-to-type keyboard with the ability to connect to virtually any computer, we’re giving businesses the flexibility they need to quickly create the long-lasting, easy-to-read labels to help keep their workspaces organized and efficient.”

P-touch PT-D600 additional key features:

- Works with over 60 TZe laminated tape cartridges in a variety of colours and sizes as well as specialty tapes, to address virtually any labeling requirement.
- Print² customized labels up to 24mm (approximately 1”) wide and up to 7 lines of text.

¹ Compatible with Windows Vista®, Windows 7, Windows 8/8.1, Windows Server 2008/2008 R2, Microsoft Windows Server 2012/2012 R2, and Mac® OSX v10.7.5, 10.8x, 10.9x. All design software and drivers available for free download at support.brother.com

² Requires installation of full version of P-touch Editor software and connection to a computer. Windows/Mac® software and drivers available as a free download.

- Includes a library of ready to print business labels, as well as customizable pre-formatted templates.
- Pre-programmed with 14 fonts, 11 styles, 99 frames and over 600 symbols
- Stores up to 99 labels in internal memory for easy reprinting of most commonly used labels.
- Create high resolution barcodes and labels with information stored in an Excel® or Access® database³ on your computer.
- Super fast print speeds of up to 30mm per second⁴ with an automatic tape cutter that helps to save time.
- Powered by an included AC power adapter, or 6 AA batteries (not included).
- Convenient, top loading tape design for easy tape change.
- Prints on durable, TZe laminated tapes to create long-lasting indoor/outdoor labels.
- 1 year carry-in warranty.

Pricing, Availability and Support

The PT-D600 is introduced with the PT-D450, which offers the same connectivity and label creation functionality, with a monochrome backlit display, and maximum tape width of 18mm. These models are priced at an estimated retail price of S\$238 and S\$158 respectively⁵.



Boasting high functionality, the PT-D600 (left) and PT-D450 (right) electronic labellers will give businesses the flexibility they need to quickly create the long-lasting, easy-to-read labels for an organised and efficient workplace.

Both electronic labellers can be purchased through Brother International Singapore's authorised resellers and superstores and are supported by Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is open Mondays to Fridays, from 9.00am to 6.00pm, and on Saturdays, from 9.00am to 1.00pm. Closed on Sunday and Public Holidays.

For more information, please visit www.brother.com.sg.

³ Windows only.

⁴ Using AC power adapter.

⁵ Actual prices may vary.

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About Brother International Singapore Pte Ltd

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the “Customer First” approach in all aspect of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. For more information on Brother International Singapore and its products, please call +65 1800-276 8437 or visit www.brother.com.sg. Brother will always be “At your side” now and into the future.

NOTE: All brand and products names are trademarks or registered trademarks of their respective companies.



About Brother Earth

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother's attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

Media contacts

Deborah Giam
Account Manager
The Hoffman Agency
T: +65 6361-0250
E: brotherSG@hoffman.com

Zerlinda Chong
Head of Marketing
Brother International Singapore Pte Ltd
T: +65 6317-0566
E: zerlinda.chong@brother.com.sg