

Brother Auto ID partner programme

www.brother.eu



Experts in printing labels, receipts and so much more

Brother are well-known worldwide as being the print experts, but we can offer so much more.

Brother provides a range of Auto ID solutions from barcode label printers and consumables to printers with the ability to print RFID tags for asset tracking and security.

Brother is focused on working with companies in this sector to deliver even better solutions to our end customers. We value all of our business partners and will continually innovate our services to help you develop your own portfolio of technology and solutions.

"At your side", every step of the way.



Brother:
your print
solutions
partner



For almost 50 years, Brother has worked with partners of all sizes including resellers, retailers, online specialists and value added resellers, helping them to expand their portfolios and grow their margins.

As a partner, we'll make sure we understand your business so we can offer you the best tools to help you operate smoothly.

From our versatile range of printers, to our personalised business solutions, we are always striving to offer our customers and partners even more.

Whatever device your customers are using, and whatever the environment, Brother has a print solution to enable on-the-spot printing of labels, tags, wristbands and paper in sizes as small as 2" right up to A4.

Brother printers assist in automatic identification and data collection through barcode and RFID printing solutions for a range of industries, including transport and logistics, healthcare and retail.

With a variety of connectivity options, printer command languages, accessories and supplies - we are confident that we have the solution to meet your customer's printing needs.

Why join the partner programme?

Our partner programme offers you the opportunity to partner with a global technology organisation who is committed to developing your business.

Upon successful application to the programme, you will gain access to a range of partner benefits.



Rebates and cashback

You benefit from a dedicated rebate structure and have access to cashback on hardware and accessories.



Business reviews

Quarterly business reviews take place with your local Brother sales representatives to review activity and identify opportunities.



Sales support

You have access to Brother's dedicated end user teams and product sales specialists to assist with projects you are working on and to help drive sales.



Technical support

Brother's pre sales technical specialists will be on standby to offer you support and advice.



Free demonstrations

Brother will provide free demonstration printers, enabling you to showcase your solutions.



Marketing funds

You have access to marketing funds and a collaborative marketing plan from the Brother marketing team.



Lead generation done for you

Benefit from Brother lead generation campaigns, creating end user demand for you. The potential customers we generate get passed onto you as warmed up deals, ready to close.



PR

Our marketing teams work with you on joint press releases and case studies to help you raise brand awareness.



Product training

You are granted full access to product training on Brother products.



Incentives

Take advantage of periodic localised incentive programs for channel partners or individual sales teams.

How to join the partner programme

We value the reach, scale and expertise that solutions providers and value added resellers bring to our business. We are looking for partners who can utilise our products within a fully integrated solution to solve their customers' technology challenges.

To join the partner programme you must:

- Have a business focus of Auto ID products, particularly products with thermal print technology

You will also need to be able to fulfil five of the following six criteria in order to join the partner programme:

- Participate in quarterly business reviews with Brother
- Offer value added services such as related software, service or workshop capabilities
- Have your sales teams participate in regular product and application training from Brother
- Maintain accurate and up-to-date web listings of Brother products
- Have a sales force deployed in the field
- Position Brother as one of your recommended brands

Get in touch with your local Brother sales representative today to sign up for the Auto ID partner programme.



**Ready?
Get in touch
today**



**"At your side"
every step of
the way.**

brother

at your side

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