How to choose
the right
Laser Printer
for your needs

Selecting the ideal Brother Laser Printer.

There are a wide range of monochrome and color laser printers available today to fulfill the needs of virtually any computer user. With so many choices available, choosing the right model can seem overwhelming.

To make this task easier, it helps to first take the time to clearly identify your requirements and the features you need before making your purchase decision. Doing so ahead of time can help you to select the best device to meet not only your current needs, but your future ones as well.
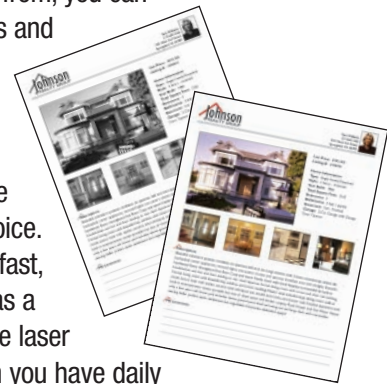
Which printing technology is right for my needs?

Because there are a number of well appointed monochrome and color laser printers to choose from, you can easily find a model to fit the needs and budget of any home, office or corporate user.

If the majority of your printing is in black and white, a monochrome laser printer may be your best choice. These printers excel at delivering fast, high quality text printing, as well as a low cost per page. A monochrome laser printer is also a solid choice when you have daily print volumes that are more than a few pages per day.

If your output needs require greater flexibility, then you may want to consider a color laser printer. While color laser printers are more expensive than monochrome lasers, they do allow you the versatility to rapidly produce color documents, reports, presentations, and other materials whenever you need to. In addition, color laser printers can easily handle higher daily print volumes as well as deliver a lower cost per page vs. other color printing technologies.

If you need to print "photo quality" images and your print volumes are relatively low, this is a task best handled by a color ink-jet printer, and one of Brother's Color Multi-Function Center® inkjet-based printers may be ideally suited to meet your needs.

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Still not sure?

A monochrome laser printer may be best...
- If you do not need to print in color...
- If your output is mostly text–based...
- If you need fast printing of office documents...
- If you are trying to reduce your overall printing costs...

A color laser printer may be best...
- If you need to print both color and monochrome documents...
- Your output is both text and graphics based...
- If you are looking to reduce your color inkjet printing costs...

Features to consider.

✓ Print Speed

A printer's speed is described in terms of ppm (pages per minute). More expensive printers have faster print speeds, while many entry-level laser printers today have a print speed of around 20ppm, which is usually fine for personal use.

✓ Monthly Print Volume

Your print volume determines which printer class to consider. Personal printers are designed for users with lower print volumes.

For individuals with higher print volumes, or small groups sharing a printer, an office printer is suitable. Heavy volume users require a heavier duty office printer.

✓ Print Quality

Print resolution is always stated in dots-per-inch (dpi). Most laser printers today have a default resolution at 600x600dpi, which is fine for everyday text printing. For sharper output when printing photographs or documents combining text, photos, and charts, a higher resolution, such as 1200x1200dpi or 2400x600dpi, is preferable.

1200x1200dpi is recommended when your materials need to look their very best, but choosing this resolution can significantly reduce your print speed.

Certain Brother printers offer HQ1200 (up to 2400x600dpi) print quality and are capable of printing at their best output quality while printing at or near their highest-rated print speed.

✓ Memory

All Brother printers have sufficient standard memory for everyday office printing. If you are printing more complex documents such as graphics, photographs, charts, or specialized fonts, consider a Brother printer with upgradeable memory. In general, the more memory a printer has, the better it can handle larger, more complex documents.

All of Brother's memory-upgradeable printers use industry standard memory, which is readily available.

✓ Compatibility

Brother laser printers offer excellent compatibility with support for both Windows® and Mac® computers.

If you have a legacy application that runs under DOS, consider a Brother printer with both a Parallel interface and PCL® emulation.

✓ Connectivity

Brother laser printers come standard with USB and Parallel interfaces[†] for maximum flexibility.

If you have a network or plan to share your printer, consider a Brother printer with a built-in Ethernet network interface[†] or a model that offers an optional network or wireless interface for future network connectivity.

✓ Paper Capacity

If your printer will be on a network, or if you have large print volumes, consider a Brother printer with a large paper capacity to avoid paper outages. Brother offers several models that come with an up to 500-sheet paper tray or two up to 250-sheet paper trays.

In addition, many models offer optional input or output options for future expansion.

✓ Different Paper Sizes

Consider whether you will be printing on different paper sizes. You can print up to legal size paper with any Brother laser printer.

If you frequently print on both letter and legal size paper, consider a Brother printer that offers two lower paper trays. These models allow you to store letter size paper in one tray and legal in the other and automatically select paper from either tray.

Most Brother laser printers also offer a manual feed slot or multi-purpose tray for printing envelopes, labels, custom paper sizes and heavier media.

✓ Emulations

If you have applications that require DOS support, you'll need a printer with PCL emulation. Most Brother laser printers offer PCL emulation, which is generally used for everyday office document printing.

If you are printing graphics, photos, special fonts and charts, or if you are a Mac user, consider a printer with PostScript® emulation. Many Brother laser printers come standard with BR-Script3 (PostScript®3™) emulation.

✓ Duplex Printing (2-sided)

If you want to print two-sided documents, consider a Brother printer with built-in automatic duplex printing. This feature saves time, reduces waste, and can decrease your printing costs.

✓ Secure Print

To password protect confidential documents, choose a Brother printer with a Secure Print capability. This feature allows you to password protect your print jobs, and helps ensure that only the people that should see a document actually do.

✓ Additional Features

Many Brother printers offer either a monochrome or 3-color LCD display to enable users to easily modify settings or to determine the printer's status.

In addition, many Brother printers also offer other standard features such as N-Up, Watermark and Poster Printing that may be required for some printing applications.

✓ Expandability

If your business is rapidly growing, consider a Brother printer with expansion options such as paper trays, output bins, duplex printing, and upgradeable memory.*

If you want to store forms, or fonts, and commonly used files on a CompactFlash® card, consider a Brother printer that accepts one of these cards.

✓ Warranty, Service and Support

All Brother monochrome laser printers come with a one-year Express Exchange limited warranty, and our color laser printers come with a one-year on-site limited warranty. Brother also offers warranty extensions for extra protection.

Brother offers a toll-free customer service number and a technical website where you can access the most up-to-date printer drivers, documentation, and technical support.

How can I reduce my printing costs?

To reduce your operating costs, look for a model with a competitive purchase price and a low cost per page. Brother laser printers feature both.

Calculating the cost per page...

To calculate a laser printer's cost per page, divide the price of the toner by its rated yield. If the printer has a separate drum unit, divide the price of the drum by its rated yield and then add up the costs for both items.

Most Brother monochrome laser printers have a separate drum unit and toner cartridge that are replaced individually.

Low Cost-Per-Page

Choosing a model with a low cost per page is one of the easiest ways to reduce your total cost of ownership. By using a higher yield replacement toner cartridge, many Brother models can deliver an even lower cost per page vs. standard yield cartridges.

Monthly Print Volume

Select a printer that best matches your print volume. In general, printers with higher duty cycles have a lower cost-per-page and require less maintenance.

Network-Ready Printers

Network-ready printers enable you to share a printer among a group of users, reducing the number of printers that you need to purchase, install and maintain. All Brother printers with an "N" or "W" at the end of their product name can be shared.

Toner Save Mode

All Brother monochrome laser printers offer a toner save mode that you can use for printing non-critical text-only documents. This feature can save you money by reducing toner use and extending the life of your toner cartridge.

	Product	Mono / Color	Print Speed (Mono / Color)	Memory (Standard / Max.*)	Emulations	Network Interface Standard†	Monthly Print Volume	Automatic Duplex	Input Paper Capacity (Standard / Max.*)	Special Features	Price
Home / Home Office	HL-2040	Mono	up to 20ppm	8MB / 8MB	GDI	–	Light-duty	–	250 Std.	–	$
	HL-2070N	Mono	up to 20ppm	16MB / 16MB	PCL6	[network]	Light-duty	–	250 Std.	–	$$
Small to Medium Size Business	HL-5140	Mono	up to 21ppm	16MB / 144MB	PCL6	–	Medium-duty	–	500 Max. / 250 Std.	–	$$
	HL-5150D	Mono	up to 21ppm	16MB / 144MB	PCL6, BR-Script3, IBM, Epson	–	Medium-duty	Duplex	550 Max. / 300 Std.	–	$$
	HL-5150DLT	Mono	up to 21ppm	16MB / 144MB	PCL6, BR-Script3, IBM, Epson	–	Medium-duty	Duplex	550 Std.	2nd paper tray	$$
	HL-6050D	Mono	up to 25ppm	32MB / 160MB	PCL6, BR-Script3, IBM, Epson	–	Medium-duty	Duplex	1,100 Max. / 600 Std.	Secure printing	$$$
	HL-7050	Mono	up to 30ppm	32MB / 288MB	PCL6, BR-Script3, IBM, Epson, HP-GL	–	Heavy-duty	–	2,100 Max. / 600 Std.	Secure printing	$$$
Small Office Workgroup	HL-5170DN	Mono	up to 21ppm	32MB / 160MB	PCL6, BR-Script3, IBM, Epson	[network]	Medium-duty	Duplex	550 Max. / 300 Std.	–	$$
	HL-5170DNLT	Mono	up to 21ppm	32MB / 160MB	PCL6, BR-Script3, IBM, Epson	[network]	Medium-duty	Duplex	550 Std.	2nd paper tray	$$
	HL-2700CN	Color	up to 31ppm / 8ppm	64MB / 576MB	PCL5C, PCL6, BR-Script3, IBM, Epson, HP-GL	[network]	Medium-duty	–	780 Max. / 250 Std.	Secure printing	$$$
Medium Size Department Workgroup	HL-6050DN	Mono	up to 25ppm	32MB / 160MB	PCL6, BR-Script3, IBM, Epson	[network]	Medium-duty	Duplex	1,100 Max. / 600 Std.	Secure printing	$$$
	HL-6050DW	Mono	up to 25ppm	32MB / 160MB	PCL6, BR-Script3, IBM, Epson	[network]	Medium-duty	Duplex	1,100 Max. / 600 Std.	Secure printing	$$$$
	HL-7050N	Mono	up to 30ppm	32MB / 288MB	PCL6, BR-Script3, IBM, Epson, HP-GL	[network]	Heavy-duty	–	2,100 Max. / 600 Std.	Secure printing	$$$$
	HL-8050N	Mono	up to 35ppm	64MB / 576MB	PCL6, BR-Script3, IBM, Epson, HP-GL	[network]	Heavy-duty	–	1,800 Max. / 700 Std.	Secure printing	$$$$
	HL-4200CN	Color	up to 26ppm / 26ppm	64MB / 320MB	PostScript3	[network]	Medium-duty	Duplex	1,600 Max. / 600 Std.	–	$$$$$

* Requires additional purchase   † Cables not included

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