

Brother HL-L9310CDW

Outstanding Color Printer for SMBs



The Brother HL-L9310CDW, chosen by BLI analysts as the winner of a Summer 2017 Pick for “Outstanding Color Printer for SMBs,” offers...

- An outstanding value proposition, with a lower than average total cost of ownership.
- Exceptional color output, as well as high-quality black output.
- A logically organized touchscreen interface and print driver, class-leading paper capacity, and simple routine maintenance procedures that boost worker productivity.
- Security features like NFC badge authentication and Secure Function Lock to not only secure data and the device, but also help lower costs by limiting usage.

“The Brother HL-L9310CDW is an ideal choice for business,” said Marlene Orr, Director of Printer/MFP Analysis for Keypoint Intelligence - Buyers Lab. “Despite robust features and functionality, and impressive image quality, especially in color mode, the HL-L9310CDW offers a low total cost of ownership. With support for Apple AirPrint, Google Cloud Print, Brother iPrint & Scan, Cortado Workplace, and standard NFC technology, workers can easily print from mobile devices. And Brother Web Connect lets users access content and print from a wide range of cloud services right from the touchscreen panel.”

“We were very pleased with the quality of color output from the Brother HL-L9310CDW,” said Tony Maceri, Senior Test Technician for Keypoint Intelligence - Buyers Lab. “This device produces vibrant and consistent color graphics, so users can easily print marketing materials in-house. It’s also very easy to use, whether from the machine itself via its intuitive touchscreen control panel or from your desktop via its well-designed print driver. This, plus the device’s perfect reliability means workgroups can rely on the Brother HL-L9310CDW to keep work moving smoothly.”

About **Keypoint Intelligence - Buyers Lab**

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. In a landscape that's ever evolving, we change with it.

About **Buyers Lab Pick Awards**

Buyers Lab Picks stand alone in the industry and are hard-earned awards, as they are based on rigorous testing, including an extensive durability assessment and evaluation of key attributes such as usability, image quality, and value. Each product that passes our lab test earns Buyers Lab's Recommended or Highly Recommended seal and our Certificate of Reliability, with the best performers qualifying as Pick contenders.

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