

# The Americas

In the USA, which is a massive market of communications and printing equipment for small businesses, products shipped from Brother's major logistic centers are delivered to customers through a diversity of sales channels such as large volume office supplies stores. Also, efforts are being made to upgrade customer support with innovative ideas, such as video manuals that visually explain how to set up and service products.



# Diverse Sales Channels for Delivering Products to Customers around the World

In the Americas, the Brother Group has sales facilities in Canada, the USA, Mexico, Peru, Brazil, Chile and Argentina, and a diversity of sales channels are used to deliver products to customers.

## Using diverse sales channels to make products available

The Brother Group has launched one product after another in the US market and grown the group's business in laser printers, digital Multi-Function Centers, etc. These products make it into customer hands via a diversity of sales channels that include large volume office supplies stores, smaller retailers, dealers and distributors. The Brother Group is actively developing operations to swiftly deliver products that customers need, for example, by opening up huge warehouses and improving logistics.

## Strengthening sales structures and coordinating with sales partners

In FY2008, a sales company was established in the USA to expand the mobile printer business and steps were taken to strengthen sales structures such as to establish a sales facility in Peru, which is a growing market, in April 2009. Also, sales facilities are deepening cooperation with sales partners by holding explanatory meetings of products, marketing, etc.

Brother will continue to use diverse sales channels to deliver products to customers.

# Upgraded Customer Support via Video Manuals and FAQ

In response to requests from customers and business partners, in FY2008 Brother International Corporation (U.S.A.) (BIC(USA)) created video manuals and FAQ (Frequently Asked Questions) that visually explained how to set up and service products.

## Video manual and FAQ starting off with high-end embroidery machine

Year after year, domestic sewing machines and communications and printing equipment are becoming more functionally sophisticated, the importance of customer support in terms of set up, repair service, maintenance, etc. is increasing more. In that regard, BIC(USA) created video manuals and FAQ so that business partners such as dealers and service agents can better understand about the servicing and maintenance procedures of sewing machine products.

In FY2008, video manuals for technical training and troubleshooting on the line of high-end embroidery machines were completed and posted on a website for service agents. In the future, video FAQ for general-use domestic sewing machines will be sequentially increased and video content will be produced on basic maintenance procedures common to all domestic sewing machines.

## Video FAQ launched for communications and printing equipment

In FY2008, BIC(USA) began working with Brother International Corporation (Canada) on video FAQ for communications and printing equipment such as digital Multi-Function Centers and printers. The first video FAQ was produced in English, French and Spanish, which introduces product set up procedures that have been strongly requested by customers. In the future, video content will be sequentially increased as part of the effort to upgrading customer support.

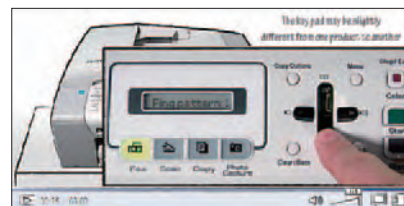
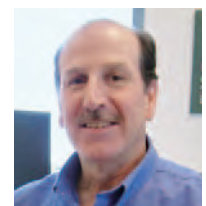


Image from video content of communications and printing equipment

### From the persons in charge

#### Positive feedback from dealers and service engineers

The video content we produced this time has been widely used since we posted it on the web and distributed to dealers and service agents. These videos are helping business partners to better understand and improve knowledge of the operation and repair servicing of our sewing machines. We are pleased to hear the positive feedback from them.



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