

Program Overview

The Brother Value Print Program Plus (VPP+) offers exclusive benefits to Brother Authorized Partners, including discounts on Brother Genuine toner, ink, and drums. Additionally, it provides free access to a cloud-based remote monitoring and management platform for Brother devices, as well as an extended limited warranty that covers up to three full years on select hardware models (details listed on the back). To qualify, customers must commit to purchasing Brother Genuine supplies for a three-year period.

- If all requirements are met¹, you will automatically **qualify for discounted pricing on Brother Genuine toner, ink, and drums.**
- If your customer prints over **30,000 pages per month** on their Brother fleet, you will qualify for even greater discounts on Brother Genuine supplies—enabling **highly competitive cost-per-click (CPC) rates!**
- When you have a 20-unit or more opportunity (initial order of 5 units), **think of Brother VPP+!**

Key Benefits

- Brother Genuine toner discounts (competitive with A3 offerings!) can **help increase your revenue.**
- **Free limited warranty extension** on each select hardware unit to cover three full years of service.
- Free cloud-based MPS platform offers **secure HTTPS monitoring and remote management** with no need for data collection software on your customer's network.
- Connect to Server onscreen button **for easy setup and pairing** of a compatible device to the cloud platform.
- Helps you gain contractual business with **consistent supplies revenue.**



Program Requirements

- Ensure your customer agrees to purchase only qualified Brother Genuine supplies for all new Brother printers and all-in-ones placed under this program.
- The Reseller must provide monthly end-user POS data for all covered products. The Reseller must provide end-user supporting details regarding estimated print volume.
- The Reseller must have a signed VPP+ agreement or a documented managed print services relationship with the end user. A copy of the contract or other proof must be provided to Brother upon request.
- Unless otherwise stated in the eligible model list, the quantity to qualify for VPP+ is a minimum of 20 units of eligible hardware over the three years in the program period. In the event the reseller does not satisfy the 20-unit requirement per VPP+ opportunity in the three-year program period, Brother reserves the right to discontinue the VPP+ benefits for that opportunity.
- Requires minimum three-year term on contract.
- Supplies must be drop shipped to the end customer.

Qualified Hardware Models

MONOCHROME LASER	
ALL-IN-ONES	PRINTERS
MFC-EX915DW	HL-EX415DW
MFC-L6915DW	HL-L6415DWT
MFC-L6810DW	HL-L6415DW
MFC-L5915DW	HL-L6310DW
MFC-L5715DW	HL-L6210DWT ²
MFC-L5710DW	HL-L6210DW ²
DCP-L5510DN	HL-L5215DW ²
MFC-L2980DW	HL-L5210DWT ²
	HL-L5210DW ²
	HL-L5210DN ²
	HL-L2865DW ²

COLOR LASER / LED	
ALL-IN-ONES	PRINTERS
MFC-EX670w	HL-EX470w
MFC-L9670CDN	HL-L9470CDN
MFC-L9630CDN	HL-L9430CDN
MFC-L9570CDW	HL-L9310CDW
MFC-L8905CDW	HL-L8360CDWT
MFC-L8900CDW	HL-L8360CDW
MFC-L8610CDW ²	HL-L8260CDW
MFC-L8395CDW	HL-L8245CDW

COLOR INKJET	
MFC-J6955DW ²	MFC-J5955DW ²
MFC-J6555DW ²	MFC-J5855DW ²

Contact your Brother Channel Account Representative to get started!

¹ Value Print Program Plus is offered in consideration of the full program guidelines. Supplies pricing is available for new hardware purchased under this program and is not intended to be used for an existing install base of Brother hardware. Brother reserves the right to modify or discontinue special pricing in its sole discretion.

² Connect to Server not available.