

**Portable device sales double at Brother as printing goes mobile**

Brother’s portable mobile printers are seeing soaring success across Europe, largely thanks to its increasing presence in unexpected sectors.

Since 2013, Brother’s PJ, RJ mobile printer ranges (<https://www.brother.ru/printers/portable-printers>) have witnessed impressive sales growth, rising by more than 125%. Continuing the trend, the first figures available for the new financial year (April/May 2017) show average monthly sales are twice as high as the previous year.

Following its entry to the mobile print market in 2009, Brother’s success can be largely attributed to products’ use for sector-specific applications, or unique applications in niche markets.

Brother portable printer PJ

**Europe’s tattoo artists ink with Brother**

The PJ range is designed for use in the field and popular with a range of professional audiences. Initially developed for emergency services and service industries, it prints A4 documents including receipts, invoices, work orders, patient reports, parking notices and electronic files.

Models from the PJ-600 and PJ-700 range have also been popular with tattoo artists all over Europe. There has been considerable growth in this market in the last year due to the models’ ability to print in up to 300 dpi – perfect for intricate design details for tattoo stencils.

The sales hike since 2013 coincides with the introduction of iOS compatibility on the PJ-673. Enabling wireless printing from Apple iPad and iPhone, it allows workers to create and print documents straight from their mobile or tablet. Brother’s latest mobile printing devices are both Apple and Android compatible.

Pavel Tikhonov, Product marketing manager at Brother LLC, said: “Our on-going investment in research and development has ensured that our mobile printing devices reflect our customers’ needs – however specific or niche these requirements may be.

“Advances in mobile connectivity, ease of use and battery life will also have contributed to the sales growth we are currently seeing. The majority of sold devices are deployed in a professional context, so ensuring they work seamlessly, fast and without hassle is important.”

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