

Technical Capabilities

We develop products valued and chosen by customers.



Brother's technical capabilities are used to create customer value

At the Brother Group, we consider that true technical capabilities refer to the utilization of our unique technologies to create products and services that customers demand. This is because we believe that excellent technologies can provide value to people only when they are utilized in a product. In order to offer products valued and chosen by customers, the Brother Group's engineers give full attention and listen to customer opinions sincerely. They devote themselves to value creation by constantly thinking about what technologies they can apply to satisfy customers and what kind of products will support customers.



Case Example

Laser markers that offer simplicity of use and help customers increase productivity



▲ The "easy-setting" function that can configure marking conditions based on the material selected (in the red frame)



▲ The fiber unit (right) which is removable from the laser head (left)

Laser markers are used mainly in the manufacturing industry to mark serial numbers, logo marks, and so forth on products. Many of the laser markers in the market require users not only to create text and graphic data, but also to configure advanced conditions, such as laser output and frequency, to suit the hardness and heat resistance of the material to be processed before they start marking. Brother's customers thus requested the company to develop easy-to-operate laser markers that can be used without any knowledge and experience.

In order to meet this request, Brother added a simple parameter setting function to the application software for its new laser markers. This "easy-setting" function enables users to start marking just by selecting a material and intuitively adjusting laser output and marking speed with slider bars. It leads

to a shortening of the time from the preparation to the completion of a marking job, and thus contributes to helping customers improve productivity. In addition, the laser markers can fit even in a production line with limited space by adopting a detachable fiber unit. This fiber unit can eliminate the need for laser adjustment when it is reattached to the laser head because this unit itself has a laser optical axis setting function to prevent the laser optical axis misalignment caused by the reattachment. This system makes it easier for the laser markers to adapt to changes in customer situations, such as the expansion or recombination of their production lines due to business expansion and changes.