All our businesses support customers’ working styles and personal lifestyles by offering superior value

The Brother Group’s mission is to place our customers first everywhere, every time, and provide them with superior value by quickly creating and delivering high-quality products and services. We offer products and services with our distinctive expertise in a wide range of fields, such as communications and printing equipment, electronic stationery, home sewing machines, industrial sewing machines, industrial equipment, industrial parts, online karaoke systems, coding and marking equipment, and digital printing equipment.

Brother’s Five Business Segments

- **Printing and Solutions Business**
  Printers, All-in-Ones, Labeling Systems, Label Printers, Scanners, etc.

- **Personal and Home Business**
  Home Sewing Machines, Home Cutting Machines, etc.

- **Machinery Business**
  Industrial Sewing Machines, Garment Printers, Machine Tools, Reducers and Gears, etc.

- **Network and Contents Business**
  Online Karaoke Systems, Management of Karaoke Clubs, Content Services, etc.

- **Domino Business**
  Coding and Marking Equipment, Digital Printing Equipment, etc.