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Brother Won an International Design Award "iF Gold Award" Three Years in a Row

Brother Industries, Ltd. (President: Toshikazu Koike) won an "iF gold award 2014" for its label printer "TD-2000 series". This award is presented to the outstanding products selected from the winners of "iF design award 2014", which is one of the most prestigious international design awards.

The "iF design award 2014" had 4,615 entries submitted by the participants from 55 countries. Totally, 1,626 entries won the iF design award, and 75 entries additionally selected from the iF award winners were honored with the iF gold award.

Brother repeatedly receives the iF design award since it first received one for the alphanumeric typewriter in 1982. So far, it won 46 iF design awards in total including 6 products which won the iF design award 2014. Also, Brother received "iF gold award" three years in a row after the Inkjet All-in-One "MFC-J4510DW/MFC-J4510N/MFC-J2510".

< "iF Gold Award 2014" Winning Product >



Label Printer TD-2000 series



product
design award

2014 GOLD 

The jury for iF design award 2014 says "The visual simplicity of this label printer is fantastic. The product graphics are done very well. The fact that you can customize the interface in a variety of different ways shows an all-around good execution. Furthermore, it is a very iconic product and consistent in its series" Brother is determined to achieve an excellent design where innovation and creativity are perfectly united and to provide customers around the world with "pleasure beyond their expectation".