

Press Release  
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## **Brother launches first-to-market ScanNCut machine**

*Unparalleled precision cutting and high-resolution scanning technology take design projects to the next level*

Dollard-des-Ormeaux, QC, November 25, 2013 – Brother International Corporation (Canada) Ltd., a leader in small business technology, today announced the launch of its innovative [ScanNCut machine](#). The first of its kind in the crafting market, the revolutionary ScanNCut features a built-in 300 DPI scanner that effortlessly scans and cuts the most intricate designs onto almost any material such as paper, vinyl, fabric, tissue paper, wood veneer, leather, canvas, plastic or cellophane. The ScanNCut, which features 600 built-in designs and a 1MB memory capacity, can store custom-created designs, unleashing creativity by giving crafters the technology to create intricate quilts, embroidery appliqués, scrapbooks or cards limited only by their imagination.

“Brother is thrilled to put ScanNCut’s cutting-edge technology in the hands of quilters and embroiderers alike, so they can take their creativity to the next level,” says Dwayne Filipchuk, Director of Product Planning at Brother Canada. “The easy-to-use on-screen guide combined with rich functionality allows the crafter to scan and cut the most complex shapes quickly and accurately, giving them the freedom to create truly personalized designs.”

The lightweight and portable ScanNCut, with an 11.75” x 11.75” work area, scans any design from a photograph to a child’s drawing. All designs, scanned in full colour from 100 to 300 DPI, can be saved to the ScanNCut or onto a USB flash drive as a JPEG file, for editing or use on future projects. No need for expensive cartridges, software or computers to get elaborate designs.

Expert embroiderers, quilters and scrapbookers who have previewed the ScanNCut machine have praised its precision, speed and flexibility. Katharina Doyle, co-founder of Canadian Scrapbooker Magazine, says: “The ScanNCut is a revolutionary tool that will be perfect for the scrapbooking and paper crafting community because it’s user-friendly and extremely versatile.”

Brother’s ScanNCut is available now at authorized Brother dealers nationwide for a MSPR of \$549.

### **About Brother International Corporation (Canada)**

Brother Canada was established in Montreal in 1960 and is part of a network of companies belonging to Brother Industries Ltd., a six billion dollar (USD) company headquartered in

Nagoya, Japan that employs more than 29,000 people in 44 countries and regions. Brother markets a wide range of reliable and affordable equipment for small and medium sized businesses, home offices and the home, and is known for employing great people who deliver a superior customer experience. Recent awards include PC Mag Reader's Choice Award for five consecutive years and the internationally recognized iF Product Design Award 2011 that recognized seven products for innovation and quality of design. Visit us at [www.brother.ca](http://www.brother.ca).

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