



**Brother™ ScanNCut Wins Two Prestigious Awards**  
**ScanNCut receives coveted Innovation & Design award at 2014 Consumer Electronics Show**  
**and is voted #1 most creative item by Craft & Hobby Association**

DOLLARD-DES-ORMEAUX (QC), February 25, 2014 --- Brother™ has won two of the most prestigious awards in the crafting and technology industry for its innovative and inspiring home and hobby electronic cutting machine with built-in scanner, ScanNCut.

After three weeks of deliberations in North America and Europe, five judges from the industry research firm Envisioneering selected the Brother™ ScanNCut to take the top honour of the Innovation & Design Award from more than 120 companies that launched new products during ShowStoppers at the 2014 Consumer Electronics Show in Las Vegas, Nevada held January 7-10. Maintaining a winning momentum, ScanNCut was unanimously voted the number one Most Creative Item the same week at the Craft & Hobby Mega Show in Anaheim, CA by the Board of Directors of the Craft & Hobby Association.

“We are honoured to be recognized by two of the most respected shows in the crafting and technology industries,” said Dwayne Filipchuk, Director of Product Management at Brother Canada. “ScanNCut has set the standard for all DIY/Crafters, Paper Crafters, Quilters, Sewers and Mixed-Media artists by reinventing the traditional electronic cutting machine.”

ScanNCut brings ground-breaking technology to the crafting industry. The first of its kind with a built-in 300 DPI scanner, it gives crafters the ability to scan virtually anything they see, including clip art, save it to the machine’s memory to create endless cut designs—all without using a computer or having to purchase a single cartridge. ScanNCut has simply raised the bar for electronic cutting machines. With 842 built-in designs, including quilt and appliqué patterns, and a scanning area almost 12 inches wide, the possibilities of creating your most far-reaching designs and preserving moments in time are closer than ever before. Want to remember the first word your child wrote? Scan it in, cut it out and create a keepsake that will last forever.

Brother™ has raised the bar even higher with ScanNCutCanvas, a free cloud-based web application allowing designers to take their work to the next level, creating original cut drawing data and converting SVG files to a format compatible with ScanNCut. Now, it’s easier than ever before to transfer files through the ScanNCut memory stick port. Never lose another document or cherished family photo again—just use ScanNCut as your own personal home scanner.

With the new award winning Brother™ ScanNCut home and hobby cutting machine, the creative possibilities are virtually endless!

- **See It** – Have a favourite photo? See one in a magazine? Online? In your mind? Then pull it out, print it or sketch it.
- **Scan It** – Scan in photos, printouts or sketches with the built-in scanner.
- **Cut It** – Select what you want to cut – paper, fabric, acetate – press a button, then cut it perfectly!
- **Create It** – Showcase your beautifully cut designs throughout your favourite projects!

The Craft & Hobby Association (CHA) is an international non-profit trade association consisting of thousands of member companies engaged in design, manufacture, distribution and retail sales of products worldwide in the U.S. craft and hobby industry. For more information about CHA, membership or its award-winning CHA Conference & Trade Show, visit [www.craftandhobby.org](http://www.craftandhobby.org).

**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 business and home, and is known for employing great people who deliver a superior customer experience.

Recent awards for the company include: the PCMag.com Business Choice Award 2013 for printers, achieving best-in-category reliability, overall satisfaction and least likelihood to require repair ratings. It also won the PC Mag Reader's Choice Award four years in a row from 2009 to 2012, as well as the internationally recognized iF Product Design Award 2011, commending seven Brother™ products for their innovation and quality of design.

For more information about the extensive Brother™ product line, visit [www.brother.ca](http://www.brother.ca). Find us on social media at: [www.facebook.com/BrotherCanada](https://www.facebook.com/BrotherCanada), [www.twitter.com/BrotherCanada](https://www.twitter.com/BrotherCanada) and [www.youtube.com/BrotherCanadaEn](https://www.youtube.com/BrotherCanadaEn).

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