

December 2022

Brother EcoPro Print Claim Report

OBJECTIVE

In October 2022, Keypoint Intelligence was contracted by Brother Int Europe Ltd. to conduct a study to determine if its EcoPro Print Plan can save users on the cost per page (CPP) across a selection of Brother monochrome laser and colour inkjet models compared to standard transaction-based pricing in Austria, Belgium, Finland, France, Germany, Ireland, Italy, Netherlands, Portugal, Spain, Switzerland, and the United Kingdom.

¹Based on monthly subscription cost of Brother EcoPro 500-page plan without purchase of additional sets of pages compared to cost per page (CPP) through cartridges acquired through retailers. CPP comparison in United Kingdom based on 300-page and 100-page plan for colour inkjet and monochrome toner, respectively. Sale prices not considered for this study. Average CPP per country used to determine percent savings versus CPP for Brother EcoPro. Printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence December 2022 study commissioned by Brother Int Europe Ltd. Printers selected by Brother and are available on the plan in local region as well as via conventional transaction purchase.

BACKGROUND

The Brother EcoPro Plan allows users flexibility and peace of mind for both home and small office printing. Customers can choose from plans starting at 50 pages a month up to 500 pages a month. Each plan has unused page roll over allowances and the ability to add an extra 10 pages if needed. Supplies are delivered free to the customer's doorstep, and automated ordering means that customers no longer need to worry about placing orders when supplies are running low. The plan can be added to any existing participating Brother device and it supports an on-going printer warranty. Customers can manage their plan activity via the Brother Mobile Connect app, which includes features such as viewing payments and invoices, changing or cancelling the plan at any time, and monitoring print usage. The EcoPro Plan also enables customers to make more sustainable choices, with free ink and toner recycling, printer recycling, and CO2 offsetting as part of each plan.

METHODOLOGY & FINDINGS

Keypoint Intelligence examined the price of black and color standard-yield cartridges for select Brother color inkjet printers and mono laser printer MFPs based on available devices for the Brother EcoPro plan in the specified countries. Analysts reviewed OEM publications to identify the correct ink and toner cartridge(s) for the device. The associated yield and pricing data were taken from the geographically appropriate OEM website or, if not available, from a local reseller. Sale prices were not considered, nor was contractual pricing. All prices are noted in local currency.

Keypoint Intelligence calculated CPP per cartridge in each country/region by dividing the local MSRP of the individual cartridge by the supply yield. The individual cartridge CPP amounts were totaled to create an overall CPP for the printer. All printer CPPs were then averaged. Percent savings with Brother EcoPro was calculated by subtracting the EcoPro CPP from the average total CPP of each model and dividing the results by the average total CPP. Actual CPP for other cartridges may vary by number of pages printed and content of pages printed. When comparing CPP to transactional costs of Brother ink and toner, Brother's EcoPro print subscription can certainly offer savings on these supplies. For inkjet, customers can save up to 72%, and mono toner customers can save up to 42%. This gives an overall saving of 54% across inkjet and mono laser technologies. While every effort was made to include the most accurate and complete information for devices and cartridges, this pricing reflects current market data as of December 2022 and is subject to change in other regions or at a later date.

SUPPORTING DATA

Brother EcoPro Local Pricing – Monochrome Laser

Brother EcoPro 500-Page Plan Using Original Brother Toner	Monthly Subscription Cost (Local Currency)
Austria	EUR€17.99
Belgium	EUR€17.99
Finland	EUR€17.99
France	EUR€17.99
Germany	EUR€17.99
Ireland	EUR€17.99
Italy	EUR€17.99
Netherlands	EUR€17.99
Portugal	EUR€17.99
Spain	EUR€17.99
Switzerland	CHF£17.99
United Kingdom (100-page plan)	GBP£2.99

Brother EcoPro Local Pricing – Colour Inkjet

Brother EcoPro 500-Page Plan Using Original Brother Ink	Monthly Subscription Cost (Local Currency)
Austria	EUR€18.99
Belgium	EUR€18.99
Finland	EUR€18.99
France	EUR€18.99
Germany	EUR€18.99
Ireland	EUR€18.99
Italy	EUR€18.99
Netherlands	EUR€18.99
Portugal	EUR€18.99
Spain	EUR€18.99
Switzerland	CHF£18.99
United Kingdom (300-page plan)	GBP£9.99

Country/Region CPP Tables

Austria – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.046
Percent Savings with Brother EcoPro (on average)	21.498%
Brother HL-L2350DW	EUR€0.046
Brother HL-L2375DW	EUR€0.046
Brother HL-L2370DN	EUR€0.046
Brother HL-L2357DW	EUR€0.046
Brother MFC-L2710DW	EUR€0.046
Brother MFC-L2730DW	EUR€0.046
Brother MFC-L2750DW	EUR€0.046
Brother MFC-L2710DN	EUR€0.046
Brother DCP-L2550DN	EUR€0.046
Brother DCP-L2537DW	EUR€0.046
Brother DCP-L2530DW	EUR€0.046

Austria – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.115
Percent Savings with Brother EcoPro (on average)	66.835%
Brother MFC-J5340DW	EUR€0.158
Brother MFC-J6540DW	EUR€0.158
Brother MFC-J6940DW	EUR€0.158
Brother MFC-J5345DW	EUR€0.158
Brother MFC-J5740DW	EUR€0.158
Brother MFC-J4335DW	EUR€0.061
Brother MFC-J4535DW	EUR€0.061
Brother MFC-J4340DW	EUR€0.061
Brother MFC-4540DW	EUR€0.061
Brother DCP-J1200	EUR€0.111

Belgium – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.050
Percent Savings with Brother EcoPro CPP (on average)	27.763%
Brother HL-L2350DW	EUR€0.050
Brother HL-L2375DW	EUR€0.050
Brother HL-L2370DN	EUR€0.050
Brother HL-L2357DW	EUR€0.050
Brother MFC-L2710DW	EUR€0.050
Brother MFC-L2730DW	EUR€0.050
Brother MFC-L2750DW	EUR€0.050
Brother MFC-L2710DN	EUR€0.050
Brother DCP-L2550DN	EUR€0.050
Brother DCP-L2537DW	EUR€0.050
Brother DCP-L2530DW	EUR€0.050

Belgium – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.111
Percent Savings with Brother EcoPro (on average)	65.926%
Brother MFC-J5340DW	EUR€0.153
Brother MFC-J6540DW	EUR€0.153
Brother MFC-J6940DW	EUR€0.153
Brother MFC-J5345DW	EUR€0.153
Brother MFC-J5740DW	EUR€0.153
Brother MFC-J4335DW	EUR€0.060
Brother MFC-J4535DW	EUR€0.060
Brother MFC-J4340DW	EUR€0.060
Brother MFC-4540DW	EUR€0.060
Brother DCP-J1200	EUR€0.108

Finland – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.062
Percent Savings with Brother EcoPro (on average)	42.239%
Brother HL-L2350DW	EUR€0.062
Brother HL-L2375DW	EUR€0.062
Brother HL-L2370DN	EUR€0.062
Brother HL-L2357DW	EUR€0.062
Brother MFC-L2710DW	EUR€0.062
Brother MFC-L2730DW	EUR€0.062
Brother MFC-L2750DW	EUR€0.062
Brother MFC-L2710DN	EUR€0.062
Brother DCP-L2550DN	EUR€0.062
Brother DCP-L2537DW	EUR€0.062
Brother DCP-L2530DW	EUR€0.062

Finland – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.139
Percent Savings with Brother EcoPro (on average)	72.759%
Brother MFC-J5340DW	EUR€0.192
Brother MFC-J6540DW	EUR€0.192
Brother MFC-J6940DW	EUR€0.192
Brother MFC-J5345DW	EUR€0.192
Brother MFC-J5740DW	EUR€0.192
Brother MFC-J4335DW	EUR€0.075
Brother MFC-J4535DW	EUR€0.075
Brother MFC-J4340DW	EUR€0.075
Brother MFC-4540DW	EUR€0.075
Brother DCP-J1200	EUR€0.135

France – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.049
Percent Savings with Brother EcoPro (on average)	27.240%
Brother HL-L2350DW	EUR€0.049
Brother HL-L2375DW	EUR€0.049
Brother HL-L2370DN	EUR€0.049
Brother HL-L2357DW	EUR€0.049
Brother MFC-L2710DW	EUR€0.049
Brother MFC-L2730DW	EUR€0.049
Brother MFC-L2750DW	EUR€0.049
Brother MFC-L2710DN	EUR€0.049
Brother DCP-L2550DN	EUR€0.049
Brother DCP-L2537DW	EUR€0.049
Brother DCP-L2530DW	EUR€0.049

France – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.111
Percent Savings with Brother EcoPro (on average)	65.677%
Brother MFC-J5340DW	EUR€0.152
Brother MFC-J6540DW	EUR€0.152
Brother MFC-J6940DW	EUR€0.152
Brother MFC-J5345DW	EUR€0.152
Brother MFC-J5740DW	EUR€0.152
Brother MFC-J4335DW	EUR€0.059
Brother MFC-J4535DW	EUR€0.059
Brother MFC-J4340DW	EUR€0.059
Brother MFC-4540DW	EUR€0.059
Brother DCP-J1200	EUR€0.107

Germany – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.046
Percent Savings with Brother EcoPro (on average)	21.484%
Brother HL-L2350DW	EUR€0.046
Brother HL-L2375DW	EUR€0.046
Brother HL-L2370DN	EUR€0.046
Brother HL-L2357DW	EUR€0.046
Brother MFC-L2710DW	EUR€0.046
Brother MFC-L2730DW	EUR€0.046
Brother MFC-L2750DW	EUR€0.046
Brother MFC-L2710DN	EUR€0.046
Brother DCP-L2550DN	EUR€0.046
Brother DCP-L2537DW	EUR€0.046
Brother DCP-L2530DW	EUR€0.046

Germany – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.115
Percent Savings with Brother EcoPro (on average)	66.956%
Brother MFC-J5340DW	EUR€0.158
Brother MFC-J6540DW	EUR€0.158
Brother MFC-J6940DW	EUR€0.158
Brother MFC-J5345DW	EUR€0.158
Brother MFC-J5740DW	EUR€0.158
Brother MFC-J4335DW	EUR€0.061
Brother MFC-J4535DW	EUR€0.061
Brother MFC-J4340DW	EUR€0.061
Brother MFC-4540DW	EUR€0.061
Brother DCP-J1200	EUR€0.111

Ireland – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.051
Percent Savings with Brother EcoPro (on average)	30.034%
Brother HL-L2350DW	EUR€0.051
Brother HL-L2375DW	EUR€0.051
Brother HL-L2370DN	EUR€0.051
Brother HL-L2357DW	EUR€0.051
Brother MFC-L2710DW	EUR€0.051
Brother MFC-L2730DW	EUR€0.051
Brother MFC-L2750DW	EUR€0.051
Brother MFC-L2710DN	EUR€0.051
Brother DCP-L2550DN	EUR€0.051
Brother DCP-L2537DW	EUR€0.051
Brother DCP-L2530DW	EUR€0.051

Ireland – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.123
Percent Savings with Brother EcoPro (on average)	69.117%
Brother MFC-J5340DW	EUR€0.174
Brother MFC-J6540DW	EUR€0.174
Brother MFC-J6940DW	EUR€0.174
Brother MFC-J5345DW	EUR€0.174
Brother MFC-J5740DW	EUR€0.174
Brother MFC-J4335DW	EUR€0.062
Brother MFC-J4535DW	EUR€0.062
Brother MFC-J4340DW	EUR€0.062
Brother MFC-4540DW	EUR€0.062
Brother DCP-J1200	EUR€0.112

Italy – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.053
Percent Savings with Brother EcoPro CPP (on average)	32.060%
Brother HL-L2350DW	EUR€0.053
Brother HL-L2375DW	EUR€0.053
Brother HL-L2370DN	EUR€0.053
Brother HL-L2357DW	EUR€0.053
Brother MFC-L2710DW	EUR€0.053
Brother MFC-L2730DW	EUR€0.053
Brother MFC-L2750DW	EUR€0.053
Brother MFC-L2710DN	EUR€0.053
Brother DCP-L2550DN	EUR€0.053
Brother DCP-L2537DW	EUR€0.053
Brother DCP-L2530DW	EUR€0.053

Italy – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.118
Percent Savings with Brother EcoPro (on average)	67.760%
Brother MFC-J5340DW	EUR€0.163
Brother MFC-J6540DW	EUR€0.163
Brother MFC-J6940DW	EUR€0.163
Brother MFC-J5345DW	EUR€0.163
Brother MFC-J5740DW	EUR€0.163
Brother MFC-J4335DW	EUR€0.064
Brother MFC-J4535DW	EUR€0.064
Brother MFC-J4340DW	EUR€0.064
Brother MFC-4540DW	EUR€0.064
Brother DCP-J1200	EUR€0.109

Netherlands – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.059
Percent Savings with Brother EcoPro (on average)	38.627%
Brother HL-L2350DW	EUR€0.059
Brother HL-L2375DW	EUR€0.059
Brother HL-L2370DN	EUR€0.059
Brother HL-L2357DW	EUR€0.059
Brother MFC-L2710DW	EUR€0.059
Brother MFC-L2730DW	EUR€0.059
Brother MFC-L2750DW	EUR€0.059
Brother MFC-L2710DN	EUR€0.059
Brother DCP-L2550DN	EUR€0.059
Brother DCP-L2537DW	EUR€0.059
Brother DCP-L2530DW	EUR€0.059

Netherlands – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.131
Percent Savings with Brother EcoPro (on average)	71.052%
Brother MFC-J5340DW	EUR€0.181
Brother MFC-J6540DW	EUR€0.181
Brother MFC-J6940DW	EUR€0.181
Brother MFC-J5345DW	EUR€0.181
Brother MFC-J5740DW	EUR€0.181
Brother MFC-J4335DW	EUR€0.070
Brother MFC-J4535DW	EUR€0.070
Brother MFC-J4340DW	EUR€0.070
Brother MFC-4540DW	EUR€0.070
Brother DCP-J1200	EUR€0.127

Portugal – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.042
Percent Savings with Brother EcoPro (on average)	13.579%
Brother HL-L2350DW	EUR€0.042
Brother HL-L2375DW	EUR€0.042
Brother HL-L2370DN	EUR€0.042
Brother HL-L2357DW	EUR€0.042
Brother MFC-L2710DW	EUR€0.042
Brother MFC-L2730DW	EUR€0.042
Brother MFC-L2750DW	EUR€0.042
Brother MFC-L2710DN	EUR€0.042
Brother DCP-L2550DN	EUR€0.042
Brother DCP-L2537DW	EUR€0.042
Brother DCP-L2530DW	EUR€0.042

Portugal – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.093
Percent Savings with Brother EcoPro (on average)	59.237%
Brother MFC-J5340DW	EUR€0.128
Brother MFC-J6540DW	EUR€0.128
Brother MFC-J6940DW	EUR€0.128
Brother MFC-J5345DW	EUR€0.128
Brother MFC-J5740DW	EUR€0.128
Brother MFC-J4335DW	EUR€0.050
Brother MFC-J4535DW	EUR€0.050
Brother MFC-J4340DW	EUR€0.050
Brother MFC-4540DW	EUR€0.050
Brother DCP-J1200	EUR€0.090

Spain – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.041
Percent Savings with Brother EcoPro (on average)	12.155%
Brother HL-L2350DW	EUR€0.041
Brother HL-L2375DW	EUR€0.041
Brother HL-L2370DN	EUR€0.041
Brother HL-L2357DW	EUR€0.041
Brother MFC-L2710DW	EUR€0.041
Brother MFC-L2730DW	EUR€0.041
Brother MFC-L2750DW	EUR€0.041
Brother MFC-L2710DN	EUR€0.041
Brother DCP-L2550DN	EUR€0.041
Brother DCP-L2537DW	EUR€0.041
Brother DCP-L2530DW	EUR€0.041

Spain – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.092
Percent Savings with Brother EcoPro (on average)	58.551%
Brother MFC-J5340DW	EUR€0.126
Brother MFC-J6540DW	EUR€0.126
Brother MFC-J6940DW	EUR€0.126
Brother MFC-J5345DW	EUR€0.126
Brother MFC-J5740DW	EUR€0.126
Brother MFC-J4335DW	EUR€0.049
Brother MFC-J4535DW	EUR€0.049
Brother MFC-J4340DW	EUR€0.049
Brother MFC-4540DW	EUR€0.049
Brother DCP-J1200	EUR€0.089

Switzerland – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	CHFF0.036
Average CPP	CHFF0.047
Percent Savings with Brother EcoPro (on average)	24.239%
Brother HL-L2350DW	CHFF0.047
Brother HL-L2375DW	CHFF0.047
Brother HL-L2370DN	CHFF0.047
Brother HL-L2357DW	CHFF0.047
Brother MFC-L2710DW	CHFF0.047
Brother MFC-L2730DW	CHFF0.047
Brother MFC-L2750DW	CHFF0.047
Brother MFC-L2710DN	CHFF0.047
Brother DCP-L2550DN	CHFF0.047
Brother DCP-L2537DW	CHFF0.047
Brother DCP-L2530DW	CHFF0.047

Switzerland – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	CHFF0.038
Average CPP	CHFF0.110
Percent Savings with Brother EcoPro (on average)	65.573%
Brother MFC-J5340DW	CHFF0.154
Brother MFC-J6540DW	CHFF0.154
Brother MFC-J6940DW	CHFF0.154
Brother MFC-J5345DW	CHFF0.154
Brother MFC-J5740DW	CHFF0.154
Brother MFC-J4335DW	CHFF0.057
Brother MFC-J4535DW	CHFF0.057
Brother MFC-J4340DW	CHFF0.057
Brother MFC-4540DW	CHFF0.057
Brother DCP-J1200	CHFF0.104

United Kingdom – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	GBP£0.030
Average CPP	GBP£0.037
Percent Savings with Brother EcoPro (on average)	19.171%
Brother HL-L2350DW	GBP£0.037
Brother HL-L2375DW	GBP£0.037
Brother HL-L2370DN	GBP£0.037
Brother HL-L2357DW	GBP£0.037
Brother MFC-L2710DW	GBP£0.037
Brother MFC-L2730DW	GBP£0.037
Brother MFC-L2750DW	GBP£0.037
Brother MFC-L2710DN	GBP£0.037
Brother DCP-L2550DN	GBP£0.037
Brother DCP-L2537DW	GBP£0.037
Brother DCP-L2530DW	GBP£0.037

United Kingdom – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	GBP£0.033
Average CPP	GBP£0.096
Percent Savings with Brother EcoPro (on average)	65.173%
Brother MFC-J5340DW	GBP£0.133
Brother MFC-J6540DW	GBP£0.133
Brother MFC-J6940DW	GBP£0.133
Brother MFC-J5345DW	GBP£0.133
Brother MFC-J5740DW	GBP£0.133
Brother MFC-J4335DW	GBP£0.050
Brother MFC-J4535DW	GBP£0.050
Brother MFC-J4340DW	GBP£0.050
Brother MFC-4540DW	GBP£0.050
Brother DCP-J1200	GBP£0.093

About Keypoint Intelligence

For over 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

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