

Corporate Profile 2023



Corporate Message



Creating the future with the “At your side.” spirit

Since being established in 1908 as a sewing machine repair business, the Brother Group has pursued the diversification and globalization of business in its history of more than 110 years. Underlying our activities at all times is the prompt provision of excellent value based on the “At your side.” spirit, which always places our customers first.

We believe that being useful and bringing joy to our customers through the Brother Group’s products and services will bring us happiness.

Going forward, we will continue to use our diverse and unique technologies and global network to create value that is distinctive of Brother. We will also contribute to the development of society and the future of the Earth by working to solve social issues through business.

Brother Group Vision

At your side 2030

Our Purpose

By being “At your side,” we enable people’s productivity and creativity, contribute to society, and help protect the earth.

Our Approach

We identify and eliminate barriers to customers’ success by utilizing our unique technologies and global network.

Our Focus Areas

Industrial - Become a trusted, invaluable solutions partner.
Printing - Continue leading print innovation and pioneering new offerings.

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Ichiro Sasaki
Representative Director & President
Brother Industries, Ltd.

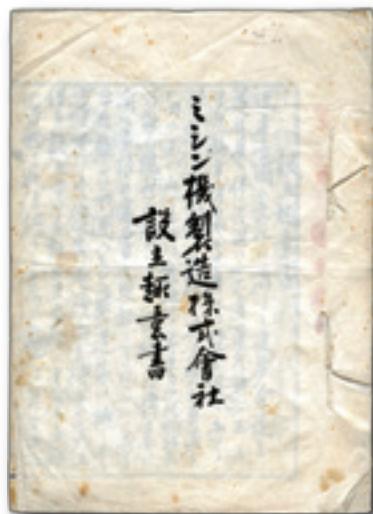
Since its foundation in 1908, Brother has been seeking to contribute to society through business

The Brother Group started in 1908 as a sewing machine repair business. Nippon Sewing Machine Manufacturing Co., a predecessor of Brother Industries, was established in 1934. At that time, jobs were lost in Japan due to the impact of the Great Depression and a majority of sewing machines were foreign-made, and this historical background was reflected in the Prospectus of Establishment together with the passionate intention of solving social issues by founding the company. The Spirit of Foundation of contributing to society through business continues to be passed down to employees all around the world today.

Spirit of Foundation

- Create work for people wishing to work
- Create factories with pleasant atmospheres
- Develop the import-based industry into the export-based industry

創業の精神
一 働きたゞ人に仕事つくる
二 楽快な工場つくる
三 輸入産業を輸出産業にする



Prospectus of Establishment

Superior Quality and Diligent Service

To solve the problem of foreign-made sewing machines often breaking down faced by customers, the founding brothers used product knowledge gained through the sewing machine repair business to develop a chain-stitch sewing machine for the production of straw hats which was well received for not breaking down easily.

The approach of providing products and services that will satisfy customers ("superior quality") while fulfilling its mission of contributing to society ("diligent service") has taken root globally in the Brother Group as its corporate culture.



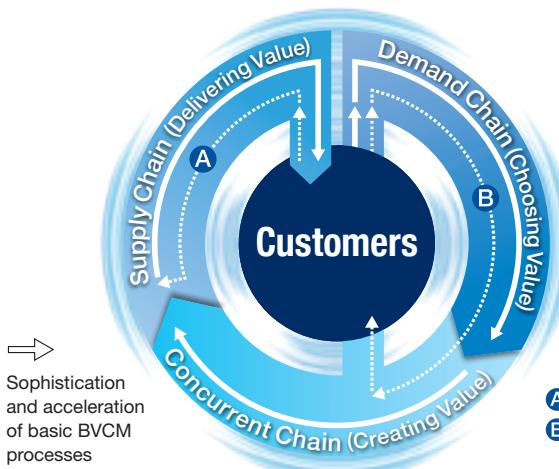
Continuing to meet the expectations of customers and society

The Brother Group Global Charter, which is the foundation of all global operations of the Group, is shared with employees all over the world and activities are conducted to entrench the charter. The Group builds long-term relationships of trust with stakeholders such as customers by growing business and fulfilling social responsibility based on the Basic Policies of the Global Charter.



The Brother Group Global Charter

<https://global.brother/en/corporate/principle>



Brother's Unique Management System Brother Value Chain Management (BVCM)

"Place our customers first everywhere, every time, and provide them with superior value, by quickly creating and delivering high-quality products and services" (the Global Charter) - the management system that realizes this mission is BVCM. Brother considers the customer's voice to be the starting point for all business activities, including product planning, development, design, manufacturing, sales and services, and quickly delivers superior value. By adding the following A and B to this base process, Brother aims to further advance and accelerate the process.

- A Making the chain bidirectional for a circular economy
- B Rapid product improvement based on customer feedback during the development stage with a focus on the industrial area

Brother has continued to grow by using diverse and unique technologies to transform its businesses

Brother has grown by focusing on the development of unique technologies and promoting the diversification of business that exploits accumulated core technologies while comprehending changes and always creating new markets. Unique manufacturing with originality that always places our customers first is the driving force of our growth.



1982
Electronic
Personal Printer



1928
Chain-Stitch Sewing Machine
for the Production of Straw Hats



1932
Home Sewing
Machine



1936
Industrial Lockstitch
Sewing Machine



1961
Alphabetical
Dot-matrix Printer



1971
High-speed
Dot-matrix Printer



1976
Electronic
Sewing Machine



1980
Electronic
Office Printer

Changes in sales revenue

Sales before FY2015 were based on Japanese GAAP.

1908 1930 1950 1960 1970 1980

Foundation -1940s

Developing an Import-based Industry into an Export-based Industry

- 1908 Established YASUI SEWING MACHINE CO. and commenced repair of sewing machines and production of sewing machine parts
- 1932 Succeeded in local production of Model 15 Type 70 home sewing machines
- 1936 Began manufacture of industrial lockstitch sewing machines
- 1947 Exported 200 home straight-stitching sewing machines to Shanghai

1950s

Applying Its Core Technologies to Promote Diversification

- 1954 Began manufacture of home knitting machines and electric washing machines by utilizing technologies cultivated through manufacturing of sewing machines; entered knitting machine and home appliance fields
- 1954 Established BROTHER INTERNATIONAL CORPORATION (U.S.A.) as a sales company in the United States

1960s

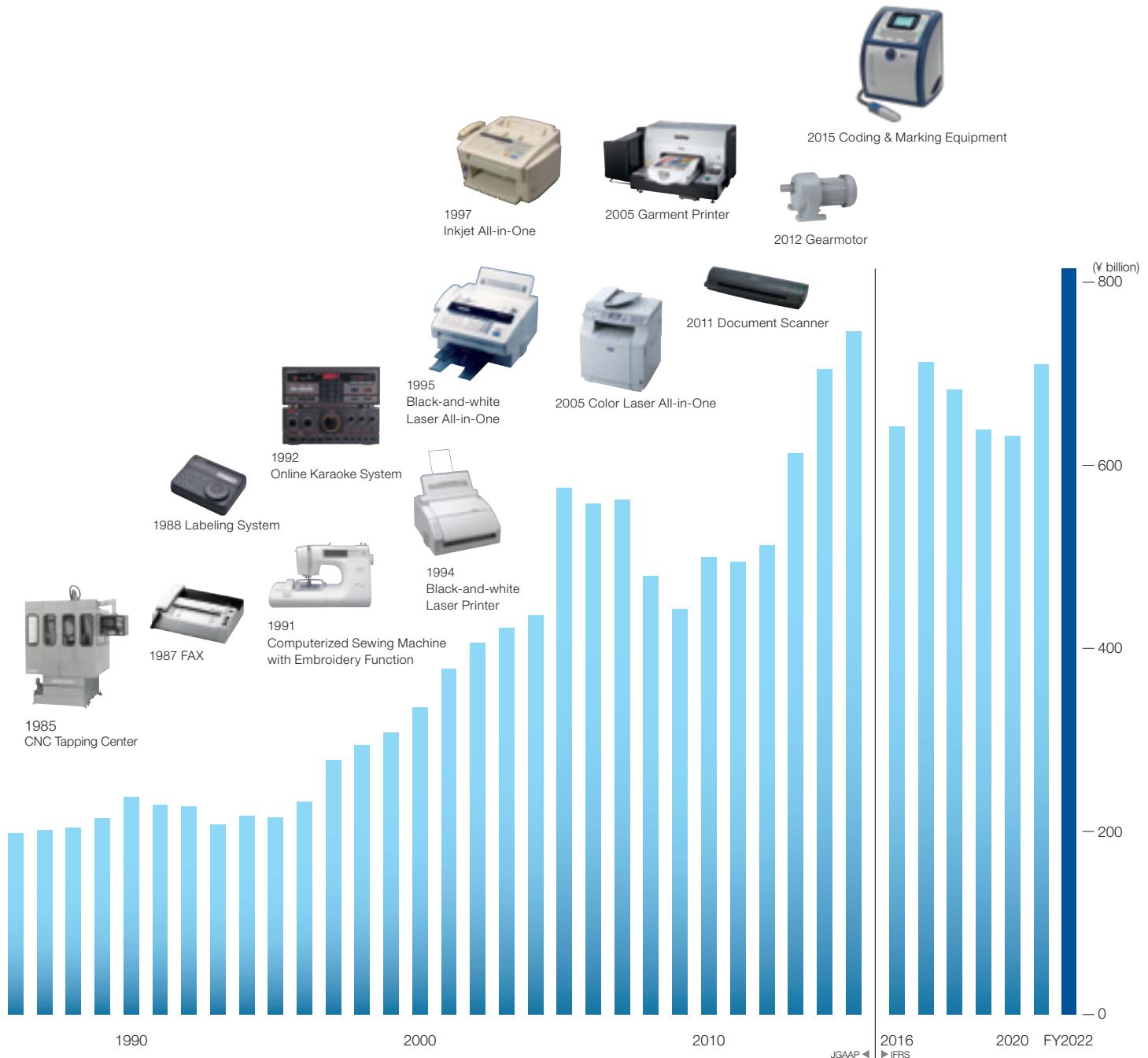
Expanding into the Global Market

- 1961 Began manufacture of alphabetical portable typewriter upon request from sales office in the United States; entered office machine industry
- 1962 Began manufacture of tapping machines by utilizing company technologies for processing of sewing machines; entered machine tool field

1970s

Developing a High-speed Dot-matrix Printer and Promoting Electronization

- 1971 Commenced shipment of high-speed dot-matrix printer co-developed with Centronics Data Computer Corp. in the United States; entered printing equipment field
- 1979 Began manufacture of ZZ3-B820 "Opus 8" home zigzag sewing machine (the industry's first computerized sewing machine)



1980s

Progressing into the Information and Communications Equipment Field and Expanding the Industrial Equipment Business

- 1984 Began manufacture of first Japanese word processor for personal use produced in Japan
- 1985 Released CNC* tapping center and saw rapid development of the industrial equipment business
- 1987 Began OEM supply of thermal fax machines; entered information and communications equipment field

* Stands for computer numerical control

1990s

Leading the SOHO Market and Entering into the Online Karaoke Business

- 1992 Established Xing Inc. in Japan; Released the industry's first online karaoke system via ISDN lines
- 1995 Began manufacture of small laser All-in-Ones—which contain several functions such as fax machine, printer, copier, and scanner into one machine—that met the needs of a work-style called SOHO

2000s

Developing Business Globally and Integrating Business Management

- 2002 Established manufacturing company BROTHER INDUSTRIES (SHENZHEN), LTD. in China
- 2005 Released garment printer that applied the inkjet technology developed through printers
- Brother's business operation as one united group started getting on track after the 2000s by actively shifting its production to China and reconstructing its sales structure

2010s

Strengthening the Business Portfolio and Expanding B to B Business

- 2013 Affiliated NISSEI CORPORATION as a consolidated subsidiary; strengthened industrial part business
- 2015 Affiliated DOMINO PRINTING SCIENCES PLC in the United Kingdom as a consolidated subsidiary; entered industrial printing field

Brother offers products and services that meet the needs of customers all over the world

Beginning export of home sewing machines in 1947, the Brother Group has been carrying out business globally for more than 70 years, including the establishment of our first overseas sales subsidiary in the United States in 1954.

Today, we have manufacturing, development, and sales facilities in more than 40 countries and regions undertaking business activities rooted in each region. At the same time, we are promoting globalization of our management framework—such as human resources—which supports our business growth.

(As of March 31, 2023)

Facilities All over the World

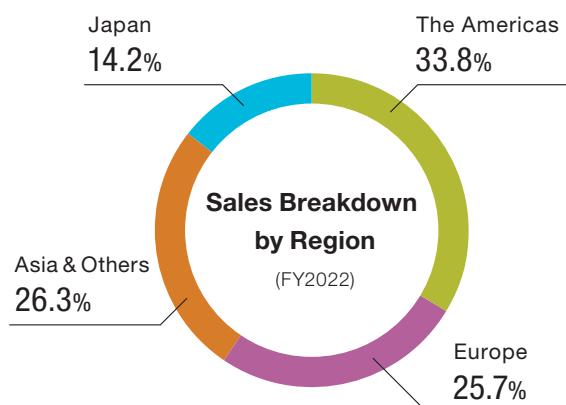
<https://global.brother/en/corporate/network>



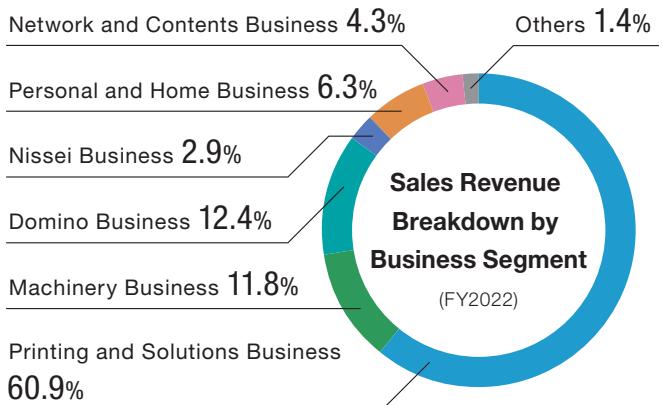
- Group Headquarters
- Main Group Companies in Japan
- Other Group Companies in Japan
- R&D Facilities
- Manufacturing Facilities
- Sales Facilities
- Domino Business Facilities



Balanced Proportion of Sales Revenue by Region



Operation of a Wide Range of Businesses such as Printers and Industrial Equipment

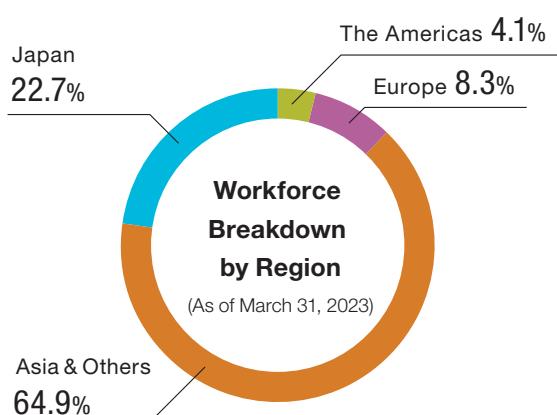


Consolidated Sales Revenue (FY2022)

815.3 billion yen



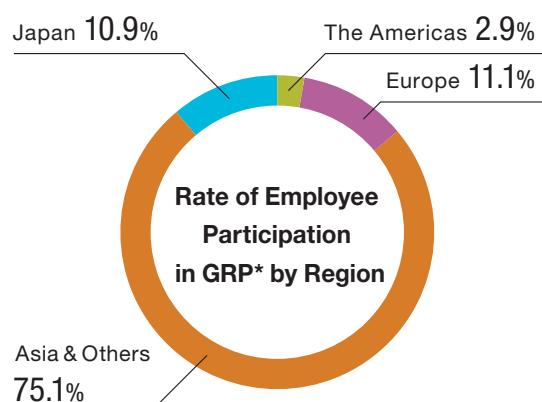
Over 70% of Our Employees Work outside Japan



Number of Group Employees
(Number of permanent employees in the Brother Group)

41,653

Global Promotion of Participation in Social Contribution Activities



* Refer to p. 16 for details about the Golden Ring Project

Businesses and Products

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 printers and All-in-Ones, labeling systems and label printers, machine tools, industrial sewing machines, garment printers, coding and marking equipment, digital printing equipment, gearmotors and gears, home sewing machines, and online karaoke systems for business use.

Printing and Solutions Business

We support the continuously changing business situations of our customers through our compact printers and all-in-ones as well as a diverse lineup of labeling systems and label printers for both home and business use.

Offering diverse solutions that meet the printing needs of customers

Communications and Printing Equipment

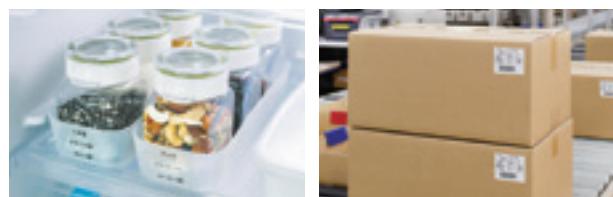
We meet the various printing needs of customers with our products such as compact black-and-white and color laser All-in-Ones and inkjet printers. Together with responding to the spread of working at home and the placing of printers in multiple locations in offices, we are also expanding contract-type and other businesses that link us to customers. In addition, we are working on resource circulation and waste reduction, including the collection of used consumables, and creating power-saving and other environmentally friendly products.



From household to manufacturing situations, a diverse lineup of high-quality products that meets a wide variety of needs

Labeling

Brother offers a diverse lineup of highly functional labeling systems and label printers. Industrial label printers and mobile printers for industries such as retail, logistics, and manufacturing provide easy-to-introduce barcode printing and other solutions. We are also enhancing our lineup with consumables and applications that meet various uses.



■ Printing and Solutions Business

Printers, All-in-Ones, Labeling Systems, Label Printers, Scanners, etc.

■ Machinery Business

Machine Tools, Industrial Sewing Machines, Garment Printers, etc.

■ Domino Business

Coding and Marking Equipment, Digital Printing Equipment, etc.

■ Nissei Business

Gearmotors, High Stiffness Reducers, Gears

■ Personal and Home Business

Home Sewing Machines, Home Cutting Machines, etc.

■ Network and Contents Business

Online Karaoke Systems for Business Use, Management of Karaoke Clubs, Content Services, etc.



Black-and-White Laser All-in-One



Color Laser All-in-One



Inkjet Printer



Scanner



Labeling System



Label Printer



Mobile Printer

Businesses and Products

Machinery Business

We contribute to improving the productivity of and creating new value for our customers through machine tools that are ideal for parts processing such as automobile and IT equipment; industrial sewing machines that are easy to use, provide high-quality sewing and conserve energy; and garment printers that meet garment digital printing needs.

Pursuing improved productivity through strong energy-saving performance and high processing capabilities

Industrial equipment

Brother's industrial equipment was developed through our manufacturing of machine tools needed to make key parts of sewing machines in-house.

Offering high productivity and energy-saving performance while being compact, our equipment is highly evaluated in the processing of parts needed by the automobile, IT, and other industries. We are contributing toward further value creation in production frontlines by expanding our product lineup and developing peripheral devices such as optional systems that can automatically transfer and deliver processed parts.



Realizing high productivity and consistent sewing quality and responding to multi-model and mass production with high-speed printing and high-resolution printing quality

Industrial Sewing Machines and Garment Printers

Brother has been continuously leading the industrial sewing machine industry in fabric (cotton, linen, and so forth) sewing. Realizing high-speed sewing and beautiful seams, we have been receiving good reviews from companies manufacturing products like airbags and shoes. Our garment printers achieve high printing speed and high-resolution printing quality on fabric by employing the inkjet technologies Brother has accumulated through the development of office printers to meet multi-model and mass printing demands.



Industrial Sewing Machine



Machine Tool



Garment Printer

Domino Business

We provide coding & marking equipment (C&M area) that prints information such as best-before dates and lot numbers on plastic bottles, cans and food packaging as well as digital printing equipment (DP area) that responds to the need for a wide variety of product packaging in smaller quantities and shorter delivery times, contributing to ensuring consumer protection, traceability and improving productivity at factories.

Industrial printing equipment that meets diverse needs

In the coding and marking area, where we print expiry dates and such on the packaging of pharmaceuticals and so forth, we boast a world-leading sales and service network and contribute toward solving the issue of traceability, which is growing for daily consumables. Furthermore, in the area of digital printing, where we print product package labels and such, we boast high productivity and are contributing toward addressing issues in the label printing industry, including multi-model small-lot production and waste reduction.



Coding & Marking Equipment

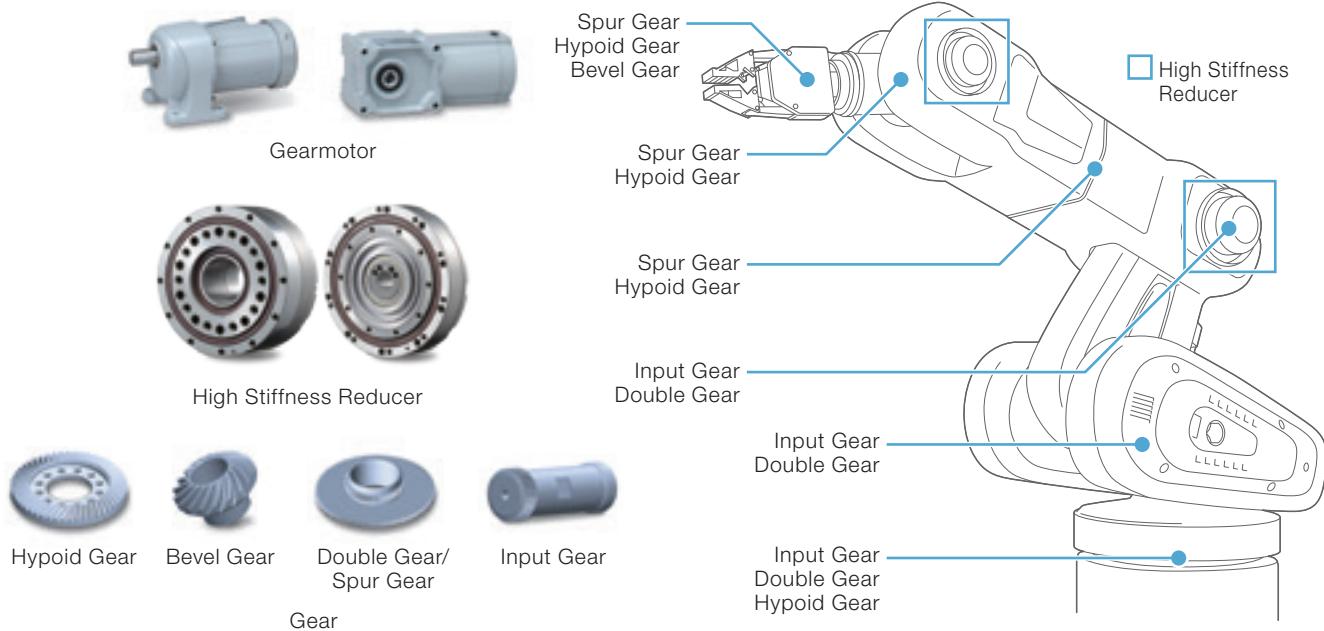


Digital Printing Equipment

Businesses and Products

Nissei Business

We respond with precision to diversifying customer needs in fields such as automation and labor saving, which are expected to grow, and contribute to customer value creation through gearmotors with a wide range of product variations, high stiffness reducers that support industrial robots and factory automation equipment, and gears with high precision and quality.



Personal and Home Business

We propose the joy of making things by hand with products and services that support customers showing off their creativity, such as home cutting machines, centered around home sewing machines. Our high-end sewing and embroidery machines utilize IoT to expand the new possibilities of handmade items.



Sewing and Embroidery Machine



Commercial Embroidery Machine



Sewing Machine



Home Cutting Machine

Network and Contents Business

We pursue the creation of new customer value by proposing services, products and content using the distribution technology that we have cultivated through online karaoke as well as by developing and providing JOYSOUND, an online karaoke system for business use.



JOYSOUND MAX GO^{*1}



JOYSOUND HIBIKI^{*1}



Kenko Okoku DX Service
for the nursing care market

*1 The Hi-Res Audio logo is used under license from Japan Audio Society.



Miruhaco, a video viewing service where a variety of videos can be enjoyed in nearby karaoke rooms



キヨクナビ

Kyokunavi, an app that turns smartphones into a remote for karaoke machines

New Businesses

We will contribute to solving social issues through new products and services that respond quickly to changes in society and by leveraging the Brother Group's diverse and unique technologies cultivated over our long history.



* Example of installation



Spot cooler for forklifts

Reduced size of spot cooler for forklifts that achieves high cooling effect with no exhaust heat and no CFCs



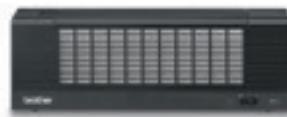
BuddyBoard

Handwriting note-taking app for iPad that enables users to share what they have written on documents with multiple people in real-time



Fuel Cell

Durable, long-lasting backup fuel cell (system) for power outages that uses hydrogen, a next-generation energy source



Aerosol Cleaner

A compact air purifier that uses two fans to quickly absorb airborne particulates (aerosols)

Sustainability

Basic Policy on Sustainability

Brother, which started its business by providing repair services for sewing machines, commenced production of sewing machines based on the ambition to turn the import-based industry into an export-based industry to create jobs for people who want to work. The desire to create durable sewing machines has been passed down as the “At your side.” spirit that always places customers first in the Brother Group Global Charter, which provides the foundation for all Brother Group activities. The Charter states that the Brother Group enhances corporate value by expanding the value provided to customers and by returning economic performance generated through business to stakeholders and the global environment.

As in the past, the Brother Group will continue facing the issues of our customers and society, defining materiality (key social issues) to be undertaken, and solving them. By doing so, we will aim to achieve our “At your side 2030” vision and the Sustainable Development Goals (SDGs) identified by the United Nations.

Brother's Materialities

	Materiality	Significance of targets				
Contribute to society	Supporting people's value creation					
	Realizing a diverse and active society					
	Pursuing a responsible value chain					
Protect the earth	Reducing CO ₂ emissions					
	Circulating resources					

Solving Social Issues through Business

Technology that Realizes Energy Conservation

Factories are expected to achieve both high productivity and reduced environmental impact such as reduced CO₂ emissions. The SPEEDIO series of compact machining centers in the Machinery Business realize energy conservation by generating high regenerative power through a combination of IPM motors and power regeneration systems.

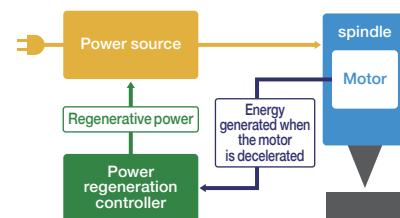


Adoption of IPM Motors as Spindle Motors

In IPM motors, motor current is low as permanent magnets built into the rotor generate magnetic flux, and the motor starts up instantly with higher efficiency than normal induction motors.

Power Regeneration System

Equipped with power regeneration technology that reuses energy generated during servo-motor deceleration.



*Power Regeneration System

Social Contribution Activities

SDGs-themed Lectures by Outside Directors

Gender Equality and Demonstration of Leadership

An online lecture by Ms. Aya Shirai, an Outside Director, as well as a talk session with executive officers were held, which were attended by approximately 400 employees from Japan and overseas. In the lecture, Ms. Shirai discussed her views on the SDGs and the activities she has been involved in to achieve gender equality. During the talk session, Ms. Shirai shared her experiences as a woman in a position of importance and discussed how she has demonstrated diverse leadership skills, including how she involved people in different positions and roles to gain their cooperation.

The Brother Group will realize a society in which diverse people can play an active role by tackling matters such as considering the SDGs to be our own personal business, providing opportunities to think about them, and fostering an awareness of respect for diversity.



Social Contribution Activities Involving Communities and Personal Development - Golden Ring Project

Supporting Cancer Patients Globally

The Brother Group has been promoting social contribution activities with employee participation and a sense of unity on a global scale. One such activity is the "Golden Ring Project (GRP)" that supports cancer patients. It was given this name because it connects the activities of respective facilities as if drawing a ring of support on a world map. Many of the facilities working on GRP have taken part in the charity event "Relay For Life (RFL)." In RFL, participants make donations and walk for 24 hours to encourage cancer patients—who are always fighting against cancer—and increase awareness about cancer.

From FY2020 onward, the activity was impacted by the spread of COVID-19, but the GRP was implemented with ingenuity at each of Brother's facilities. In Germany, five sales facilities went beyond the boundaries of businesses and collaborated to not only participate in running events, but also to implement online events where they individually recorded their running and walking as well as the number of steps they took using their smartphones. The Brother Group will contribute to solving social issues through such activities.



Ongoing Earthquake Reconstruction Assistance

Not Letting Disasters Fade Away

Twelve years after the Great East Japan Earthquake, the Brother Group has continued to have conversations with the people of Shichigahama-machi, Miyagi Prefecture, and other affected areas, and continues to provide support and exchanges while staying close to their needs. Through the Kizuna Fund, a donation account for recovery assistance that was established immediately following the earthquake, Brother has supported Kizuna Park, Sewing School, and Kizuna Library, as well as exchanges through events such as talk relays. In addition, Brother has extended its support to NPOs operating in Onagawa-cho, Miyagi Prefecture and Koriyama-shi, Fukushima Prefecture. Brother also supports Sanriku Railway as a sponsor of an advertised car which runs between Miyako and Kuji in Iwate Prefecture. The Brother Group will continue to provide support to ensure that the memory of the earthquake does not fade away.

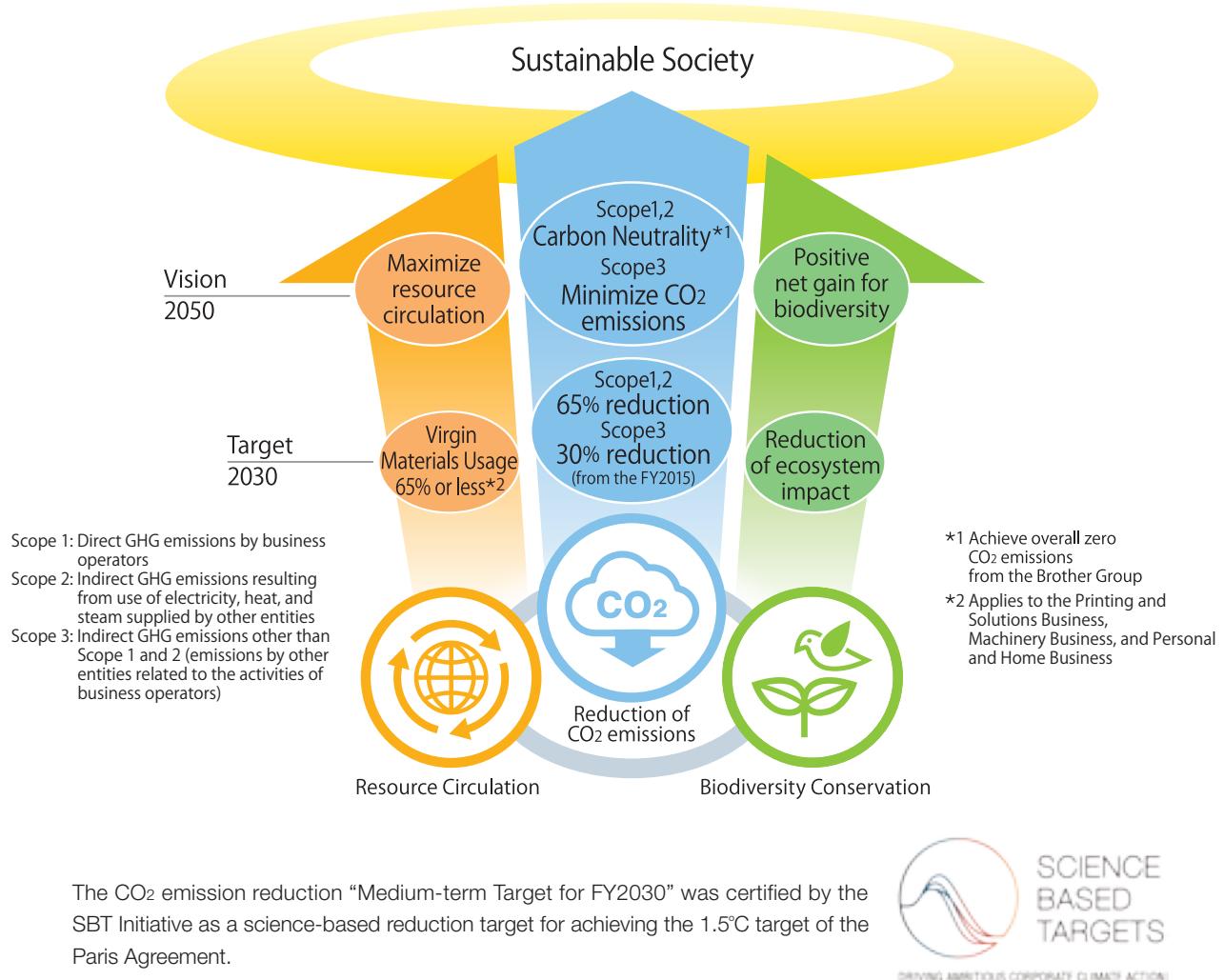


Sustainability

Environmental Activities

Brother Group Environmental Vision 2050

"The Brother Group Environmental Vision 2050" recognizes the key social issues of climate change, resource depletion, environmental pollution, and destruction of the ecosystem as business risks for the Brother Group and clearly states the group's continuous commitment toward solving these issues over the long term as a company that uses energy and resources to provide products using bio-based items such as paper, thread and cloth.



Compliance with the TCFD Recommendations and Further Promotion of Climate Change Countermeasures

In February 2020, the Brother Group expressed our support for the recommendations made by the Task Force on Climate-related Financial Disclosures (TCFD).



For our Printing & Solutions Business, Machinery Business, Personal & Home Business, and new business, we conducted scenario analyses of the risks and opportunities that climate change brings to our business and disclosed relevant information. In the future, we will expand the scope of analysis, such as to our Domino Business, and work to enhance our information disclosure.

Examples of Environmental Activities

Initiatives to Reduce CO₂ Emissions

Accelerating the installation of solar power equipment (panels) globally

In FY2022, Brother newly installed solar panels at the Hoshizaki Plant and Minato Warehouse 1 adjacent to the Minato Factory in Japan, and overseas at ZHUHAI BROTHER INDUSTRIES, CO., LTD., BROTHER INDUSTRIES (VIETNAM) LTD. and BROTHER INDUSTRIES (U.K.) LTD. The total output of these units amounts to approximately 2,100 kW. As a result of this initiative, the total output of solar panels installed at Brother's facilities has increased by approximately 3.5 times compared to the FY2021 level. At the Minato Warehouse 1 in particular, a combined on-site and off-site PPA* has been introduced to consume the power generated by the solar panels at the Minato Warehouse 1, and the surplus power generated is transmitted to the Brother Museum and the Brother Head Office building to ensure the efficient use of renewable energy. This is the first pioneering effort in the Chubu area to expand the introduction of renewable energy.



* Power Purchase Agreement. A system whereby a company that owns and manages solar power facilities provides electricity generated by a solar power system installed on the premises, roof, or other space provided by the facility owner to the electricity users of the facility for a fee.

Resource Circulation

Exploring recycling possibilities for the sake of the future global environment

In Europe, we started a recycling program in 2004 by adopting newly developed recycling-compatible toner cartridges. Thanks to an automated recycling system we introduced, we are able to offer the same high quality in recycled cartridges, as well. In 2014, the Brother Group received two prestigious awards in the 2014 Responsible Business Awards given out by Business in the Community, a U.K.-based NPO.



Biodiversity Conservation

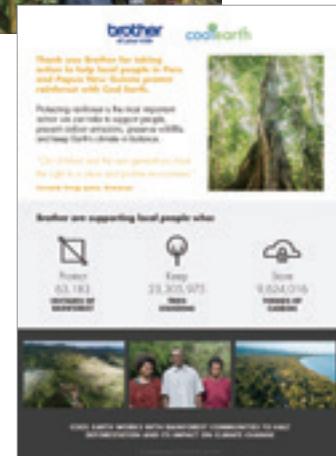
Launching collaboration with the World Wide Fund for Nature Japan (WWF Japan) in the field of forestry

BIL has formed a partnership with WWF Japan, which promotes forest conservation activities and sustainable production and consumption around the world. Brother will contribute more than ever to biodiversity conservation through donations to WWF Japan's forest conservation activities and the exchange of information on sustainability.



Supporting conservation activities in tropical rainforests through resource circulation

Brother International (Europe) formed a partnership in 2009 with Cool Earth, a U.K.-based NPO that promotes environmental conservation activities in the Amazon River basin, and is promoting the Cool Earth Eco-Rewards initiative together with Brother's 20 European sales facilities. Under this initiative, Brother donates funds to Cool Earth based on the amount of toner, ink cartridges, and other consumables collected, which are then used to support Cool Earth's efforts to protect the Peruvian rainforest and habitats for endangered wildlife. In addition to the above initiatives, the Brother Group will continue to promote biodiversity conservation efforts around the world, including tree planting activities at Brother Forest in Gujo, Gifu Prefecture, a mangrove forest restoration project in Thailand, and a project to prevent desertification in China.



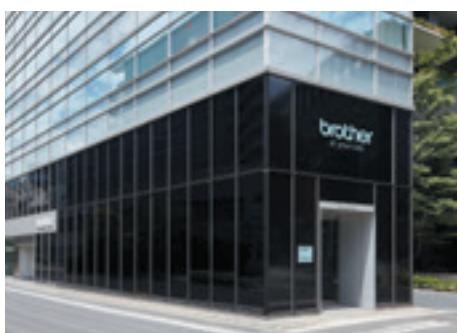
Corporate Profile

Corporate Information



Head Office

Exhibition Halls and Showrooms



Corporate Name	BROTHER INDUSTRIES, LTD.
Head Office	15-1 Naeshiro-cho, Mizuho-ku, Nagoya, Aichi 467-8561, Japan
Date of Incorporation	January 15, 1934
Paid-in Capital	19,209 million yen
Number of Employees*	41,653 (consolidated) 3,890 (non-consolidated)

*Number of permanent employees in the Brother Group /
As of March 31, 2023

Brother Museum

The Brother Museum showcases Brother's DNA of manufacturing fostered through its history of more than 110 years while allowing you to explore the present and future of Brother, a company that continues to take on challenges on the global stage.

Location : 5-15 Shioiri-cho, Mizuho-ku, Nagoya 467-0851, Japan

Opening Hours : 10:00 a.m. to 5:00 p.m.

Closed Dates : Saturdays, Sundays, public holidays, Japanese Golden Week
holidays, summer holidays, year-end and New Year holidays

* In addition to the above holidays the Brother Museum is closed to the public when it is reserved for private events or other purposes.

W E B : <https://global.brother/en/corporate/museum/>

Telephone : +81-52-824-2227

Brother Tokyo Showroom

The Brother Tokyo Showroom is a space where you can experience Brother's business products and solutions. The first floor displays printing products while the second floor displays order goods business products (by reservation).

Location : 3-8 Kyobashi 3-chome, Chuo-ku, Tokyo 104-0031, Japan

Opening Hours : 10:00 a.m. to 5:00 p.m.

Closed Dates : Saturdays, Sundays, public holidays and Brother Sales
designated holidays

* In addition to the above holidays the Brother Museum is closed to the public when it is reserved for private events or other purposes.

W E B : <https://www.brother.co.jp/corporate/bsl/showroom/tokyo/>
(only available in Japanese)

Telephone : +81-3-3281-1125

Brother Technology Center

The Brother Technology Center (Kariya Showroom) holds real machine tool demonstrations and seminars, showcases for the best tools for SPEEDIO, and more.

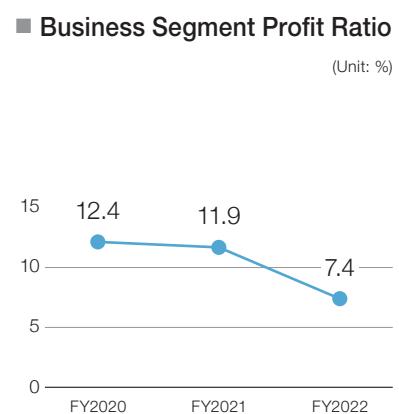
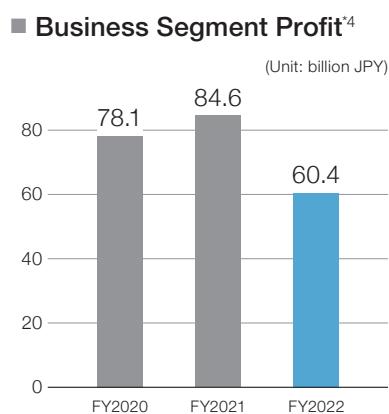
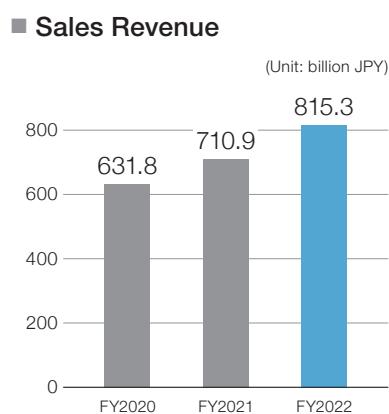
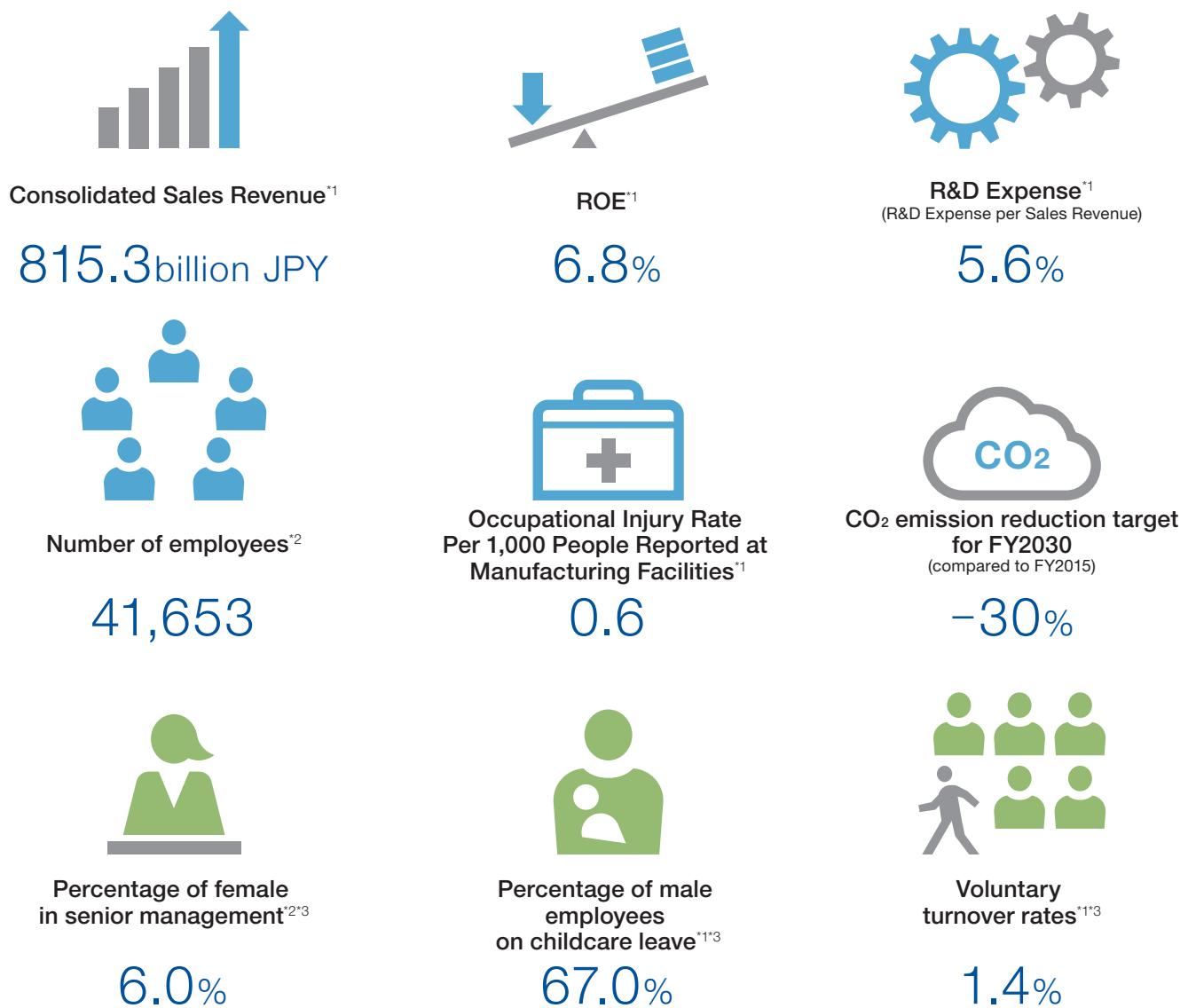
Location : 1-5, Kitajizoyama, Noda-cho, Kariya, Aichi, Japan
Located within Brother Industries, Ltd.'s Kariya Factory

Opening Hours : 10:00 a.m. to 5:00 p.m. (excluding company holidays)

W E B : <https://www.brother.co.jp/product/machine/branch/kariya/>
(only available in Japanese)

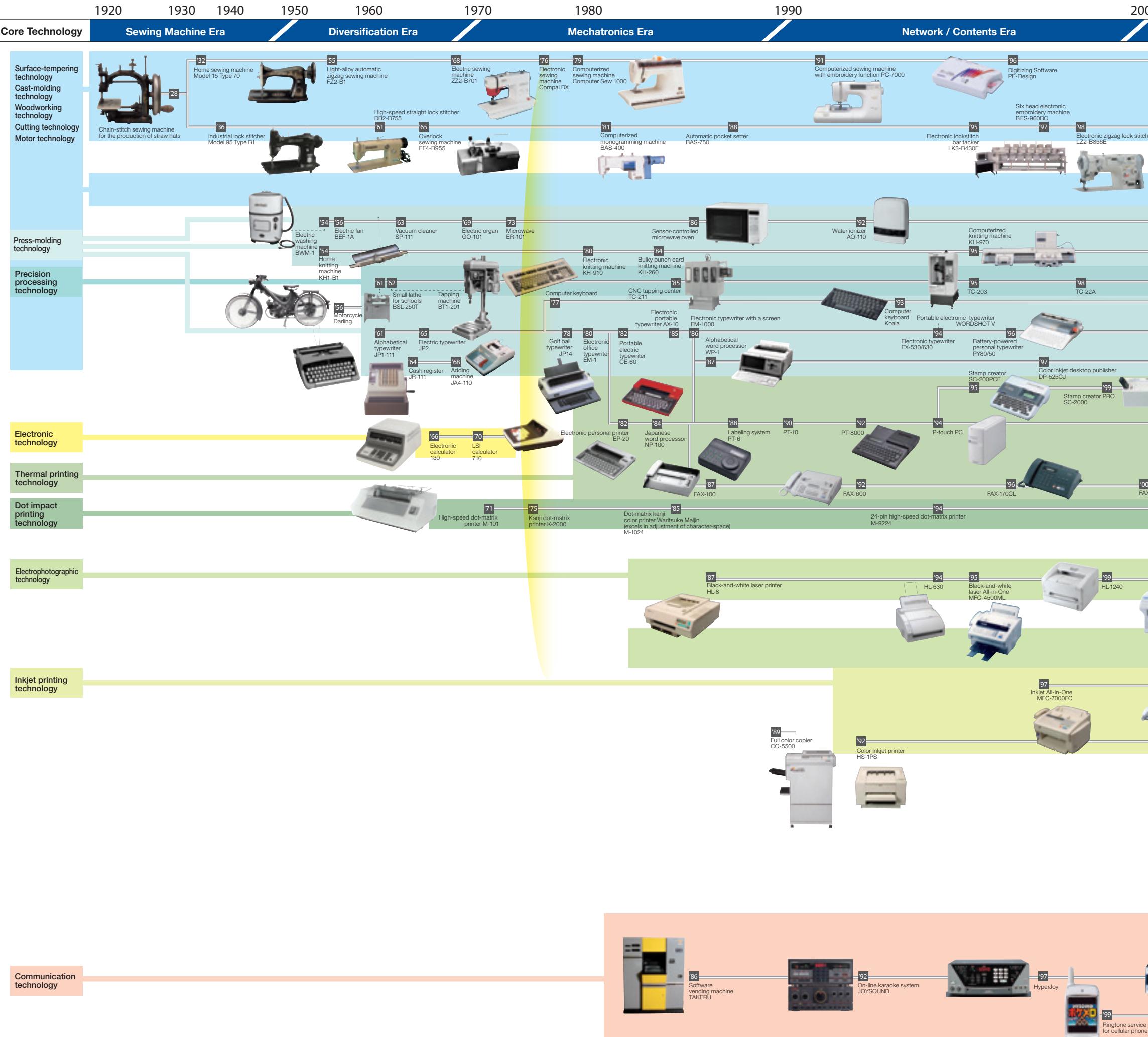
Telephone : +81-566-95-0075

Brother in Figures



*1 FY2022 *2 As of March 31, 2023 *3 Brother Industries, Ltd.
*4 Calculated by subtracting cost of sales and selling, general and administrative expenses from sales revenue.

Product and Technology Timeline



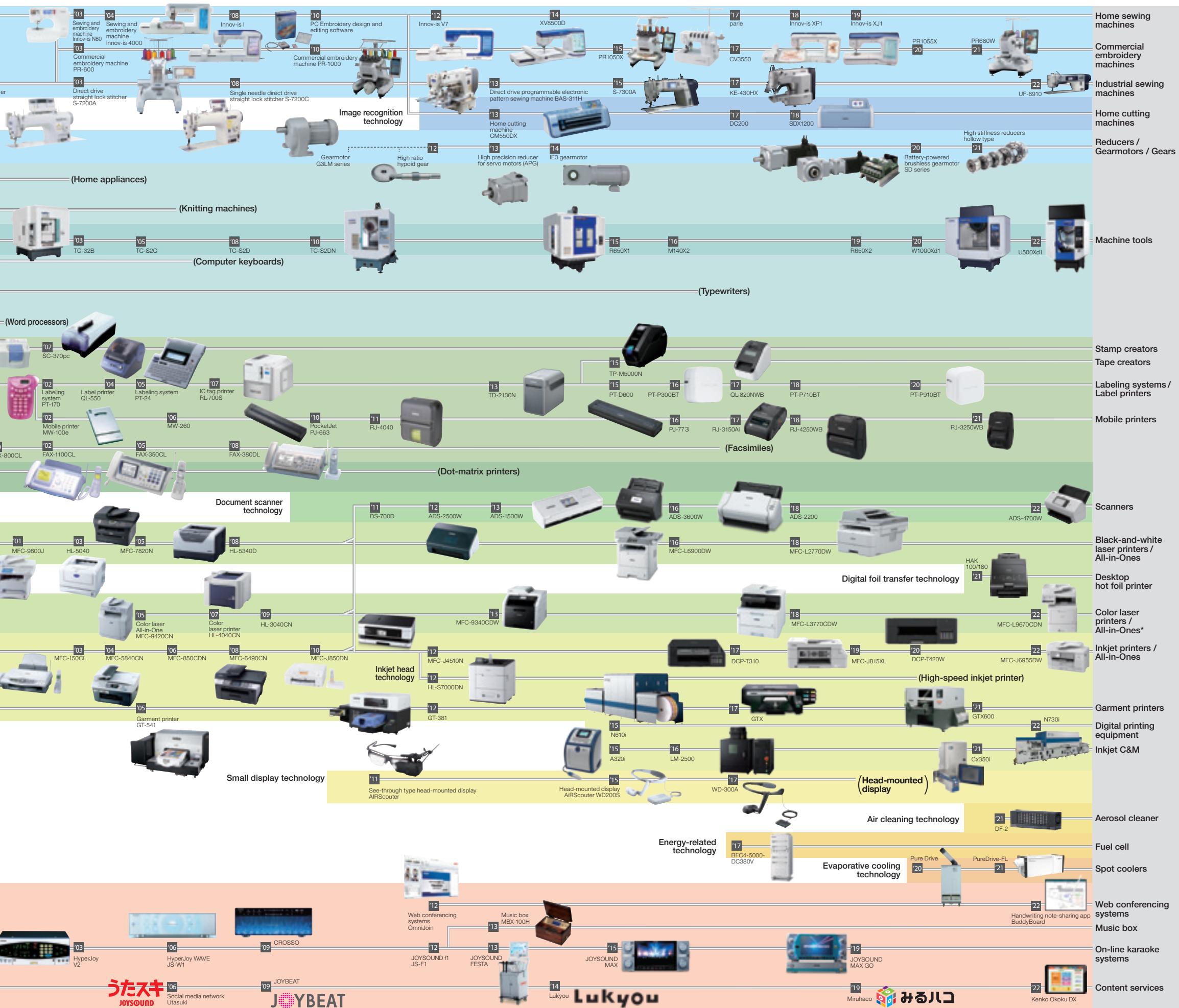
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2010

2021 2022

Expansion of Printing / Industrial Area Era

Product Category



Products that Created New Markets



Brother's First Home Sewing Machine

In 1921, Yasui Masayoshi, the eldest of the founding brothers, aspired to manufacture Japanese-made sewing machines, as he had doubts about the market dominated by foreign-made sewing machines. The brothers worked together to create the machinery and equipment that was necessary for production by hand. In 1932, they succeeded in the mass production of shuttle hooks, an essential component of the sewing machine, for the first time in Japan. They completed the first home sewing machine in the same year, realizing their long-cherished dream of manufacturing Japanese-made sewing machines.



Typewriter

Brother's portable typewriter was commercialized by utilizing its unique technology to develop a template for the precision type molds that are essential for typewriters. In 1961, Brother released a portable typewriter in the U.S., where they were in high demand. The product boasted the same capabilities as other products on the U.S. market and the reasonable price boosted the popularity of the typewriter. It eventually established the image of Brother as a "manufacturer of office machines."



Machine Tool

Machine tools such as the small size lathe for academic use and tapping machine have been commercialized since the 1960s, fulfilled by the cultivated technology and a consistently held belief that "We make the machines which make the products," inherited from the day when the company was founded. In 1985, Brother launched the "TC-211," a CNC tapping center that enables automatic processing by computer, and from that point, the industrial machinery business gradually became one of Brother's core businesses.



Compact All-in-One

In 1995, Brother launched a compact black-and-white laser All-in-One that integrated fax, printer, and copy functions in a single device. Brother increased its share of the SOHO market as a pioneer of compact All-in-Ones and, in 1997, launched a color inkjet All-in-One. This was the start of a leap forward in Brother's business as the Brother of printing.



Online Karaoke System

"TAKERU," a PC software vending machine developed in 1986, was a system that employed the most cutting-edge technology at that time, enabling PC software to be downloaded via ISDN to a floppy disk. Although it was not successful as a business, TAKERU's communication technology later served as a stepping stone to the development of the new online karaoke system market.



Industrial Printing

The garment printer, launched in 2005, is a printer that can print onto fabric by combining and applying Brother's special ink technology with inkjet and mechatronics technologies cultivated in its printers. Industrial inkjet printers are used in printing for a variety of applications, such as expiration dates for food products and traceability codes for pharmaceuticals, and they are creating new markets.

Corporate information

<https://global.brother/en/corporate>

Investor Relations

<https://global.brother/en/investor>

Sustainability

<https://global.brother/en/sustainability>

Brother Group SDGs Special Site: Brother SDGs story

<https://sdgsstory.global.brother/>



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