

April 2024

Brother EcoPro Print Claim Report

OBJECTIVE

In February 2024, 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 and colour laser 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. 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 February 2024 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 (up to 700 for Colour Laser) a month. Each plan has unused page roll over allowances and the ability to add extra 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 colour standard-yield toner cartridges for select Brother laser printer MFPs based on available devices for the Brother EcoPro plan in the specified countries. Analysts reviewed OEM publications to identify the correct toner cartridge(s) for the device. The associated yield and pricing data were taken from the geographically appropriate OEM websites 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 toner, Brother's EcoPro print subscription can certainly offer savings on these supplies. On average, customers can save up to 77% on colour toner and up to 31% on mono toner, offering an average overall savings of 63%* between the technologies. While every effort was made to include the most accurate and complete information for devices and cartridges, this pricing of the toner supplies in each country reflects current market data as of February 2024 and is subject to change in other regions or at a later date.

*Average overall savings percentage includes colour inkjet models offered through Brother EcoPro subscription as reported by Keypoint intelligence in December 2022.

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	CHFF17.99
United Kingdom (100-page plan)	GBP£2.99

Brother EcoPro Local Pricing – Colour Laser

Brother EcoPro 500-Page Plan Using Original Brother Toner	Monthly Subscription Cost (Local Currency)
Austria	EUR€34.99
Belgium	EUR€34.99
Finland	EUR€34.99
France	EUR€34.99
Germany	EUR€34.99
Ireland	EUR€34.99
Italy	EUR€34.99
Netherlands	EUR€34.99
Portugal	EUR€34.99
Spain	EUR€34.99
Switzerland	CHFF34.99
United Kingdom	GBP£29.99

Country/Region CPP Tables

Austria - Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.050
Percent Savings with Brother EcoPro (on average)	28.028%
Brother HL-L2400DW	EUR€0.050
Brother HL-L2400DWE	EUR€0.050
Brother HL-L2445DW	EUR€0.050
Brother HL-L2447DW	EUR€0.050
Brother DCP-L2627DW	EUR€0.050
Brother DCP-L2627DWE	EUR€0.050
Brother DCP-L2627DWXL	EUR€0.050
Brother DCP-L2660DW	EUR€0.050
Brother MFC-L2800DW	EUR€0.050
Brother MFC-L2827DW	EUR€0.050
Brother MFC-L2827DWXL	EUR€0.050
Brother MFC-L2860DW	EUR€0.050
Brother MFC-L2860DWE	EUR€0.050

Austria - Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.294
Percent Savings with Brother EcoPro (on average)	76.194%
Brother HL-L3240CDW	EUR€0.294
Brother HL-L3220CW	EUR€0.294
Brother HL-L3220CWE	EUR€0.294
Brother HL-L3215CW	EUR€0.294
Brother MFC-L3760CDW	EUR€0.294
Brother MFC-L3740CDW	EUR€0.294
Brother MFC-L3740CDWE	EUR€0.294
Brother DCP-L3560CDW	EUR€0.294

Brother DCP-L3555CDW	EUR€0.294
Brother DCP-L3520CDW	EUR€0.294
Brother DCP-L3520CDWE	EUR€0.294
Brother DCP-L3515CDW	EUR€0.294

Belgium – 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 CPP (on average)	29.864%
Brother HL-L2400DW	EUR€0.051
Brother HL-L2400DWE	EUR€0.051
Brother HL-L2445DW	EUR€0.051
Brother DCP-L2620DW	EUR€0.051
Brother DCP-L2627DWE	EUR€0.051
Brother DCP-L2660DW	EUR€0.051
Brother MFC-L2800DW	EUR€0.051
Brother MFC-L2860DW	EUR€0.051
Brother MFC-L2860DWE	EUR€0.051

Belgium – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.298
Percent Savings with Brother EcoPro (on average)	76.531%
Brother HL-L3240CDW	EUR€0.298
Brother HL-L3220CWE	EUR€0.298
Brother MFC-L3760CDW	EUR€0.298
Brother MFC-L3740CDWE	EUR€0.298
Brother DCP-L3560CDW	EUR€0.298
Brother DCP-L3520CDWE	EUR€0.298

Finland – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.064
Percent Savings with Brother EcoPro (on average)	43.913%
Brother HL-L2400DW	EUR€0.064
Brother HL-L2445DW	EUR€0.064
Brother HL-L2447DW	EUR€0.064
Brother DCP-L2620DW	EUR€0.064
Brother DCP-L2627DW	EUR€0.064
Brother DCP-L2660DW	EUR€0.064
Brother MFC-L2800DW	EUR€0.064
Brother MFC-L2827DW	EUR€0.064
Brother MFC-L2827DWXL	EUR€0.064
Brother MFC-L2860DW	EUR€0.064

Finland – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.373
Percent Savings with Brother EcoPro (on average)	81.234%
Brother HL-L3220CW	EUR€0.373
Brother HL-L3215CW	EUR€0.373
Brother MFC-L3760CDW	EUR€0.373
Brother DCP-L3560CDW	EUR€0.373
Brother DCP-L3555CDW	EUR€0.373
Brother DCP-L3515CDW	EUR€0.373
Brother DCP-L3527CDW	EUR€0.373

France – 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)	29.395%
Brother HL-L2400DWE	EUR€0.051
Brother HL-L2445DW	EUR€0.051
Brother HL-L2447DW	EUR€0.051
Brother DCP-L2620DW	EUR€0.051
Brother DCP-L2627DW	EUR€0.051
Brother DCP-L2627DWE	EUR€0.051
Brother DCP-L2627DWXL	EUR€0.051
Brother DCP-L2660DW	EUR€0.051
Brother DCP-L2665DW	EUR€0.051
Brother MFC-L2800DW	EUR€0.051
Brother MFC-L2827DW	EUR€0.051
Brother MFC-L2827DWXL	EUR€0.051
Brother MFC-L2835DW	EUR€0.051
Brother MFC-L2860DWE	EUR€0.051

France – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.296
Percent Savings with Brother EcoPro (on average)	76.355%
Brother HL-L3240CDW	EUR€0.296
Brother HL-L3220CWE	EUR€0.296
Brother HL-L3215CW	EUR€0.296
Brother MFC-L3760CDW	EUR€0.296
Brother MFC-L3740CDWE	EUR€0.296
Brother DCP-L3560CDW	EUR€0.296
Brother DCP-L3555CDW	EUR€0.296
Brother DCP-L3520CDWE	EUR€0.296
Brother DCP-L3515CDW	EUR€0.296

Germany - 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 (on average)	28.028%
Brother HL-L2400DW	EUR€0.050
Brother HL-L2400DWE	EUR€0.050
Brother HL-L2445DW	EUR€0.050
Brother HL-L2447DW	EUR€0.050
Brother DCP-L2620DW	EUR€0.050
Brother DCP-L2627DW	EUR€0.050
Brother DCP-L2627DWE	EUR€0.050
Brother DCP-L2627DWXL	EUR€0.050
Brother DCP-L2660DW	EUR€0.050
Brother MFC-L2800DW	EUR€0.050
Brother MFC-L2827DW	EUR€0.050
Brother MFC-L2827DWXL	EUR€0.050
Brother MFC-L2860DW	EUR€0.050
Brother MFC-L2860DWE	EUR€0.050

Germany - Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.294
Percent Savings with Brother EcoPro (on average)	76.193%
Brother HL-L3240CDW	EUR€0.294
Brother HL-L3220CW	EUR€0.294
Brother HL-L3220CWE	EUR€0.294
Brother HL-L3215CW	EUR€0.294
Brother MFC-L3760CDW	EUR€0.294
Brother MFC-L3740CDW	EUR€0.294
Brother MFC-L3740CDWE	EUR€0.294
Brother DCP-L3560CDW	EUR€0.294

Brother DCP-L3555CDW	EUR€0.294
Brother DCP-L3520CDW	EUR€0.294
Brother DCP-L3520CDWE	EUR€0.294
Brother DCP-L3515CDW	EUR€0.294

Ireland – 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 (on average)	32.060%
Brother HL-L2400DWE	EUR€0.053
Brother HL-L2445DW	EUR€0.053
Brother DCP-L2627DWE	EUR€0.053
Brother DCP-L2660DW	EUR€0.053
Brother MFC-L2800DW	EUR€0.053
Brother MFC-L2827DWXL	EUR€0.053
Brother MFC-L2860DWE	EUR€0.053

Ireland – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.308
Percent Savings with Brother EcoPro (on average)	77.270%
Brother HL-L3240CDW	EUR€0.308
Brother HL-L3220CWE	EUR€0.308
Brother MFC-L3760CDW	EUR€0.308
Brother MFC-L3740CDWE	EUR€0.308
Brother DCP-L3560CDW	EUR€0.308
Brother DCP-L3520CDWE	EUR€0.308

Italy - Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.054
Percent Savings with Brother EcoPro CPP (on average)	33.921%
Brother HL-L2400DWE	EUR€0.054
Brother HL-L2445DW	EUR€0.054
Brother DCP-L2620DW	EUR€0.054
Brother DCP-L2627DWE	EUR€0.054
Brother DCP-L2627DWXL	EUR€0.054
Brother DCP-L2660DW	EUR€0.054
Brother DCP-L2665DW	EUR€0.054
Brother MFC-L2800DW	EUR€0.054
Brother MFC-L2827DW	EUR€0.054
Brother MFC-L2827DWXL	EUR€0.054
Brother MFC-L2835DW	EUR€0.054
Brother MFC-L2860DWE	EUR€0.054

Italy - Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.315
Percent Savings with Brother EcoPro (on average)	77.799%
Brother HL-L3240CDW	EUR€0.315
Brother HL-L3220CW	EUR€0.315
Brother HL-L3220CWE	EUR€0.315
Brother MFC-L3760CDW	EUR€0.315
Brother MFC-L3740CDWE	EUR€0.315
Brother DCP-L3560CDW	EUR€0.315
Brother DCP-L3520CDWE	EUR€0.315

Netherlands – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.060
Percent Savings with Brother EcoPro (on average)	40.406%
Brother HL-L2400DWE	EUR€0.060
Brother HL-L2445DW	EUR€0.060
Brother DCP-L2627DWE	EUR€0.060
Brother DCP-L2660DW	EUR€0.060
Brother MFC-L2800DW	EUR€0.060

Netherlands – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.351
Percent Savings with Brother EcoPro (on average)	80.059%
Brother HL-L3240CDW	EUR€0.351
Brother HL-L3220CWE	EUR€0.351
Brother MFC-L3760CDW	EUR€0.351
Brother MFC-L3740CDWE	EUR€0.351
Brother DCP-L3560CDW	EUR€0.351
Brother DCP-L3520CDWE	EUR€0.351

Portugal – 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)	28.928%
Brother HL-L2400DW	EUR€0.051
Brother HL-L2445DW	EUR€0.051
Brother DCP-L2620DW	EUR€0.051
Brother DCP-L2627DWXL	EUR€0.051
Brother DCP-L2660DW	EUR€0.051
Brother MFC-L2800DW	EUR€0.051
Brother MFC-L2827DWXL	EUR€0.051
Brother MFC-L2860DW	EUR€0.051

Portugal – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.294
Percent Savings with Brother EcoPro (on average)	76.218%
Brother HL-L3240CDW	EUR€0.294
Brother HL-L3220CW	EUR€0.294
Brother MFC-L3760CDW	EUR€0.294
Brother MFC-L3740CDW	EUR€0.294
Brother DCP-L3560CDW	EUR€0.294
Brother DCP-L3520CDW	EUR€0.294

Spain – 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 (on average)	27.751%
Brother HL-L2400DW	EUR€0.050
Brother HL-L2445DW	EUR€0.050
Brother DCP-L2620DW	EUR€0.050
Brother DCP-L2627DWXL	EUR€0.050
Brother DCP-L2660DW	EUR€0.050
Brother MFC-L2800DW	EUR€0.050
Brother MFC-L2827DWXL	EUR€0.050
Brother MFC-L2860DW	EUR€0.050

Spain – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.289
Percent Savings with Brother EcoPro (on average)	75.826%
Brother HL-L3240CDW	EUR€0.289
Brother HL-L3220CW	EUR€0.289
Brother MFC-L3760CDW	EUR€0.289
Brother MFC-L3740CDW	EUR€0.289
Brother DCP-L3560CDW	EUR€0.289
Brother DCP-L3520CDW	EUR€0.289

Switzerland – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	CHFF0.036
Average CPP	CHFF0.050
Percent Savings with Brother EcoPro (on average)	27.313%
Brother HL-L2400DW	CHFF0.050
Brother HL-L2445DW	CHFF0.050
Brother DCP-L2620DW	CHFF0.050
Brother DCP-L2660DW	CHFF0.050
Brother MFC-L2800DW	CHFF0.050
Brother MFC-L2860DW	CHFF0.050

Switzerland – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	CHFF0.070
Average CPP	CHFF0.288
Percent Savings with Brother EcoPro (on average)	75.676%
Brother HL-L3220CW	CHFF0.288
Brother MFC-L3760CDW	CHFF0.288
Brother MFC-L3740CDW	CHFF0.288
Brother DCP-L3560CDW	CHFF0.288

United Kingdom – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	GBP£0.030
Average CPP	GBP£0.045
Percent Savings with Brother EcoPro (on average)	33.482%
Brother HL-L2400DW	GBP£0.045
Brother HL-L2400DWE	GBP£0.045
Brother HL-L2445DW	GBP£0.045
Brother HL-L2447DW	GBP£0.045
Brother DCP-L2620DW	GBP£0.045
Brother DCP-L2627DW	GBP£0.045
Brother DCP-L2627DWE	GBP£0.045
Brother DCP-L2627DWXL	GBP£0.045
Brother DCP-L2660DW	GBP£0.045
Brother DCP-L2665DW	GBP£0.045
Brother MFC-L2800DW	GBP£0.045
Brother MFC-L2827DW	GBP£0.045
Brother MFC-L2827DWXL	GBP£0.045
Brother MFC-L2835DW	GBP£0.045
Brother MFC-L2860DW	GBP£0.045
Brother MFC-L2860DWE	GBP£0.045

United Kingdom – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	GBP£0.060
Average CPP	GBP£0.258
Percent Savings with Brother EcoPro (on average)	76.730%
Brother HL-L3240CDW	GBP£0.258
Brother HL-L3220CW	GBP£0.258
Brother HL-L3220CWE	GBP£0.258
Brother HL-L3215CW	GBP£0.258
Brother MFC-L3760CDW	GBP£0.258
Brother MFC-L3740CDW	GBP£0.258
Brother MFC-L3740CDWE	GBP£0.258
Brother DCP-L3560CDW	GBP£0.258
Brother DCP-L3555CDW	GBP£0.258
Brother DCP-L3520CDW	GBP£0.258
Brother DCP-L3520CDWE	GBP£0.258
Brother DCP-L3515CDW	GBP£0.258
Brother DCP-L3527CDW	GBP£0.258

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.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit keypointintelligence.com, or email info@keypointintelligence.com.