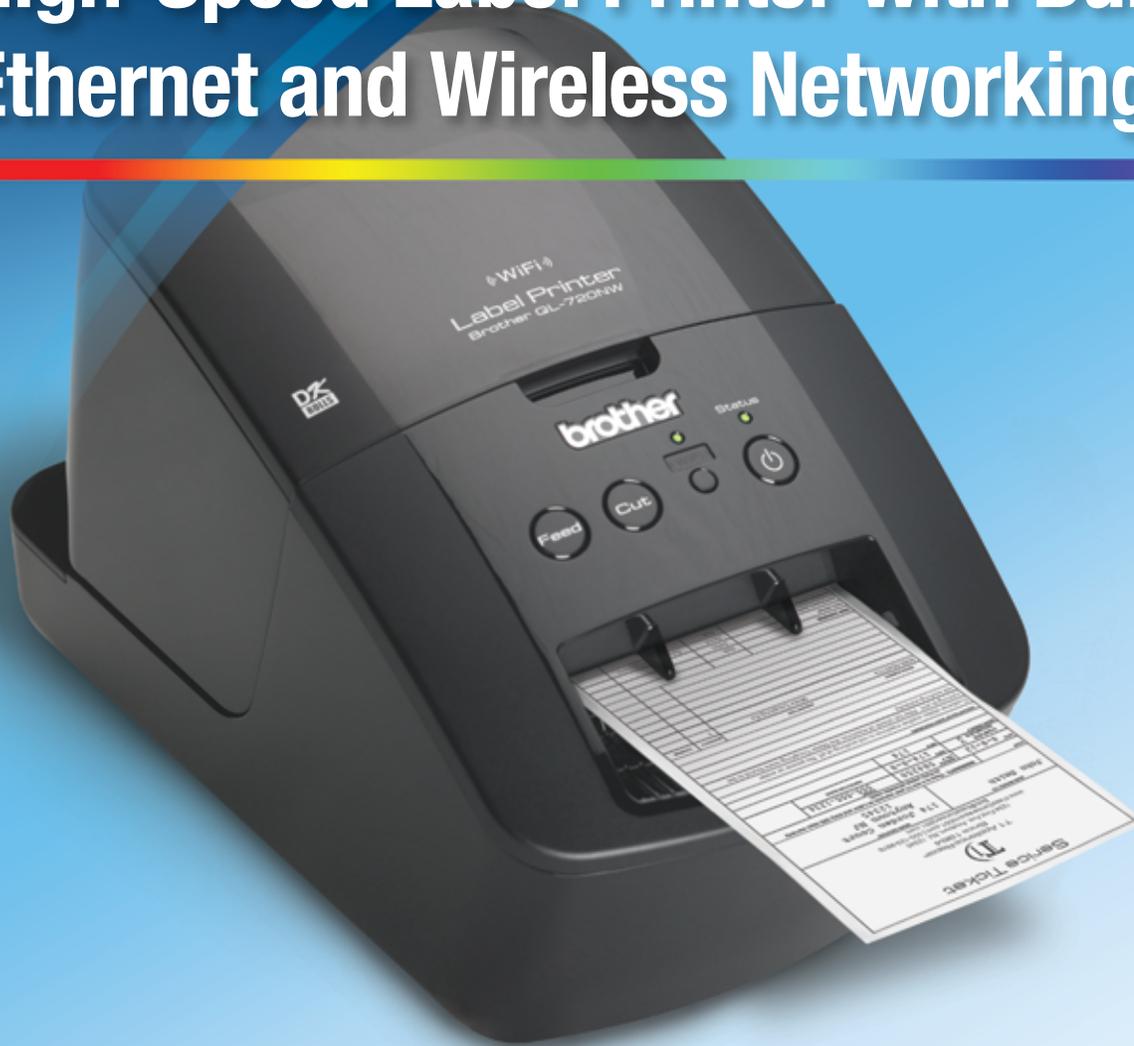


# Brother™ QL-720NW

## High-Speed Label Printer with Built-in Ethernet and Wireless Networking



*Professional Label Printing  
for Business*

Images are for illustrative purposes only.

**brother**<sup>®</sup>  
at your side



The Brother QL-720NW label printer features ultra-fast print speeds and easy-connectivity – making it a great addition to any home office or business. Ideal for light to medium volume label printing, the Brother QL-720NW can help busy professionals quickly tackle an array of labeling tasks. Print cost-effective paper labels for general office, shipping and mailing applications over a network – even print from a mobile device<sup>8</sup>.

## How the Brother QL-720NW Can Help You Become More Productive.

### Ultra-fast Print Speeds

The Brother QL-720NW has ultra-fast print speeds of up to 93 labels per minute<sup>1</sup>. The durable, automatic cutter helps to further speed jobs along – by conveniently cutting after each label is printed or used to create custom-sized labels.



### Easy Drop-in Tape Rolls\*

All Brother label printers use a direct thermal printing mechanism with easy drop-in tape rolls – so there is no ribbon, ink or toner to replace.



### Wide Range of Supplies\*

The Brother QL-720NW uses the DK line of cost-effective, paper labels and tapes. In addition to offering a variety of pre-sized labels for file folders, envelopes, and packages, the Brother QL-720NW is also compatible with continuous-length paper and film tapes – perfect for creating custom-sized labels or printing banners and signs up to 3 feet long.

### Label Collection

The Label Collection feature enables users to download and print pre-designed label templates using the included P-touch Editor software. Choose templates by category for a variety of common office applications, including labels for office signs, shipping applications, recycling programs – even retail environments.

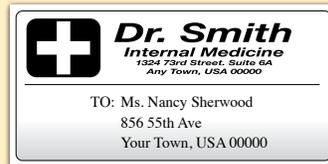


### Convenience Postage Printing<sup>5</sup>

The Brother QL-720NW supports printing stamps using pbSmartPostage™ by Pitney Bowes – the first cloud-based postage service. There is no software to download and no monthly fee. Available 24 hours a day, convenient for customers looking to save time and trips to the Post Office (USB connection required).



Postage powered by  
**pbSmartPostage™**

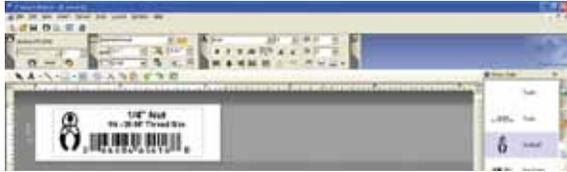


Not all label sizes shown.

\*Additional purchase required. <sup>1</sup> Based on using standard address labels, text only, at 300 x 300 dpi. <sup>5</sup> Enrollment in the pbSmartPostage™ service necessary, internet connection and postage label roll required. pbSmartPostage™ service compatible with Windows® only. USB connection required. <sup>8</sup> Requires connection to a wireless network. For more details regarding Brother™ iPrint&Label app visit [www.brother-usa.com](http://www.brother-usa.com) and search iPrint&Label. Brother™ iPrint&Label free app download for wireless printing from an Apple® or Android™ mobile device. See FAQs for additional details. iPod Touch, iPad, and iPhone are trademarks of Apple®. Android™ is a trademark of Google, Inc. Images are for illustrative purposes only.

## P-touch Editor Software

The Brother QL-720NW comes with powerful, but user-friendly P-touch Editor label design software. Compatible with both Windows® and Mac® Operating Systems, this software makes it easy to make customized labels from a computer using a wide range of fonts, logos, graphics, barcodes, and formatting features. Create custom labels or use one of the convenient built-in templates. Even export text directly from Microsoft® Word®, Excel®, and Outlook® to create labels without retyping<sup>6</sup>.



## Looking for Easy Connectivity?



### Built-in Wired and Wireless Networking

The Brother QL-720NW offers a wireless 802.11b/g/n interface for sharing within a workgroup or for reducing the number of cables used in a home office or business. This not only saves space but allows companies to incur a lower initial purchase cost to support multiple

users. The Brother QL-720NW also includes an Ethernet interface for sharing on a network, as well as a Serial interface – which enables using with a peripheral, such as a scanner.

### Mobile Device Printing using the Brother™ iPrint&Label app<sup>8</sup>

The Brother QL-720NW supports mobile device printing using the Brother™ iPrint&Label app. This FREE download enables printing labels from an Apple® iPhone®, iPad®, iPod touch® or Android™ mobile device on a wireless network.



## Trouble-Free Network Integration and Management.

Brother's Network Management tools provide a range of features to make it easier to manage and share on a network:



### P-touch Editor Lite LAN<sup>6</sup>

The Brother QL-720NW comes with P-touch Editor Lite LAN software – that when copied to a shared folder on a file server enables other users to create and print labels without installing the printer driver.

### BRAdmin Light

BRAdmin Light is a utility used in the initial set up of Brother network connected devices. It allows the user to view the printer status, configure basic network settings, and download firmware updates to Brother network models.

### Brother Software Developer's Kits (SDK)

Brother provides an easy to use software development kit for integrating the Brother QL-720NW into most Windows® applications. Using the Brother Application Programming Interface (API), customers can print directly from a commonly used software application, (such as Microsoft® Excel® or Access®), instead of using P-touch Editor.



<sup>6</sup> Windows® only. <sup>8</sup> Requires connection to a wireless network. For more details regarding Brother™ iPrint&Label app visit [www.brother-usa.com](http://www.brother-usa.com) and search iPrint&Label. Brother™ iPrint&Label free app download for wireless printing from an Apple® or Android™ mobile device. See FAQs for additional details. iPod Touch, iPad, and iPhone are trademarks of Apple®. Android™ is a trademark of Google, Inc. Images are for illustrative purposes only.

## Technical Specifications

Brother QL-700 Series High-speed Label Printers		 <b>Brother QL-700</b>	 <b>Brother QL-710w</b>	 <b>Brother QL-720NW</b>
<b>Hardware Features</b>	Tape Line	DK		
	Label Rolls	Die-cut and Continuous		
	Operation Modes	PC-Connected Only		PC Connected / Stand-alone (ESC/P or P-touch® Template)
	Cutter	Automatic		
	Maximum Cutter Life	up to 300,000 (die-cut labels) 150,000 (continuous labels)		
	Maximum Print Speed (labels per minute¹)	Up to 93 labels per minute		
	Max. Label Width	2.4"		
	Max. Print Width	2.3"		
	Max. Label Length	3 feet		
	Maximum Resolution (dpi)	300 x 600		
Memory for Transferred Data	Not available		99 Templates (6MB)	
Networking	Not available		Built-in	
Interfaces	USB		USB, Wireless (802.11 b/g/n)	USB, Wireless (802.11 b/g/n), Ethernet, Serial
<b>Software Features</b>	Included Software	P-touch Editor Lite (Built-in, Windows® only), P-touch Editor (Windows® & Mac®), P-touch Address Book (Windows®), P-touch Update Software (Windows® & Mac®)		P-touch Editor (Windows® & Mac®), P-touch Address Book (Windows®), P-touch Update Software (Windows® & Mac®), P-touch Editor Lite LAN (Windows® only)
	Software Add-Ins⁵	Microsoft® Word / Outlook® / Excel®		
	Bar Code Types Supported⁷	CODE39, CODE128, UCC/EAN128(GS1-128), ITF(I-2/5), CODABAR(NW-7), UPC-A, UPC-E, EAN13, EAN8, ISBN-2(EAN13 AddOn2), ISBN-5(EAN13 AddOn5), Laser Barcode, POSTNET, RSS(RSS14 Standard, RSS14 Truncated, RSS14 Stacked, RSS14 Stacked Omni, RSS Limited, RSS Expanded, RSS Expanded Stacked), PDF417(Standard, Truncate, Micro), QR code(Model1, Model2, Micro), Data Matrix(ECC Square, ECC Rectangular), MaxiCode(Model2, Model3, Model4, Model5)		
	Database File Connectivity	csv, txt, mdb, xls (Windows®) / csv, txt (Mac®)		csv, txt, mdb, xls, Microsoft® SQL Server Database (Windows®) / csv, txt (Mac®)
	Label Collection Download Feature	Yes		
	Postage Ready (USB only)⁵	Yes		
	Mobile Device Printing App⁸	Not available		Yes
	Mobile Device Compatibility⁸	Not available		Brother™ iPrint&Label free app download for wireless printing from your Apple® or Android™ mobile device
Operating Systems Supported	Windows® XP, Windows Vista®, Windows® 7; Mac® OS X v10.4.11 - v10.8.x		Windows® XP, Windows Vista®, Windows® 7, Windows Server® 2003, Windows Server® 2008, Mac® OS X v10.5.8 - v10.8.x	
<b>In-Box Contents</b>	Software, Drivers, USB Cable, Power Cord, Quick Setup Guide, Documentation, Starter rolls: DK-1201 Die-cut Standard Address Labels (100 labels), plus DK-2205 2.4" Continuous Length Paper Tape (26.2 ft.)			
<b>Weight and Dimensions</b>	Machine Dimensions	5.0" x 8.7" x 6.0"		5.0" x 9.3" x 6.0"
	Machine Weight	2.5 lbs.		2.6 lbs.
<b>Support</b>	Warranty	2 Year Limited		
	Customer Service	Toll-Free Customer Support (for the life of the machine)		

## Wide Range of High Quality Supplies

### Easy Drop-in Label and Tape Rolls

Switch label types in seconds. The Brother QL-720NW automatically senses which roll you have in and adjusts your on-screen template to the correct size.



**DIE-CUT PRE-SIZED LABELS\***

#### ADDRESS LABELS

- Small Address Label – 1.1 in. x 2.4 in., 800 labels per roll
- Standard Address Label – 1.1 in. x 3.5 in., 400 labels per roll
- Large Address Label – 1.4 in. x 3.5 in., 400 labels per roll

#### SHIPPING LABELS

- Shipping Label – 2.4 in. x 3.9 in., 300 labels per roll

#### MULTI-PURPOSE LABELS

- Multi-Purpose / Return Address Label – 0.66 in. x 2.1 in., 400 labels per roll
- File Folder Label – 0.66 in. x 3.4 in., 300 labels per roll
- Small Round Label – 0.47 in., 1200 labels per roll
- Round Label – 0.94 in., 1000 labels per roll
- CD/DVD Film Label – 2.2 in., 100 film labels per roll
- Square Label – 0.9 in., 1000 labels per roll



**CONTINUOUS LENGTH LABELS\***

#### WHITE PAPER TAPES

- Wide Tape – 2.4 in. x 100 ft.
- Medium Width Tape – 1.1 in. x 100 ft.
- Narrow Width Tape – 0.47 in. x 100 ft.
- Removable Tape – 2.4 in. x 100 ft.\*\*
- Wide, Non-adhesive Tape – 2.1 in. x 100 ft. (for name badges)

#### DURABLE FILM TAPES

- Wide Tape – 2.4 in. x 50 ft.\*\*\*
- Medium Width Tape – 1.1 in. x 50 ft.

- ▲ All labels and tapes are white unless otherwise noted. Additional purchase required.
- \*\* Yellow also available.
- \*\*\* Yellow and clear also available.

\* Additional purchase required.

1 Based on using standard address labels, text only, at 300 x 300 dpi.

5 Enrollment in the pbSmartPostage™ service necessary, internet connection and postage label roll required. pbSmartPostage™ service compatible with Windows® only. USB connection required.

6 Windows® only.

7 Bar codes are available when using P-touch Editor 5.0 software (included).

8 Requires connection to a wireless network. For more details regarding Brother™ iPrint&Label app visit [www.brother-usa.com](http://www.brother-usa.com) and search iPrint&Label.

Brother™ iPrint&Label free app download for wireless printing from your Apple® or Android™ mobile device. See FAQs for additional details.

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