

February 2025

Brother EcoPro Print Claim Report

Nordic Countries

OBJECTIVE

In February 2025, Keypoint Intelligence was contracted by Brother International 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 colour inkjet models, as well as monochrome and colour laser models, compared to standard transaction-based pricing in Denmark, Finland, and Sweden.*

*Based 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 2025 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 and ink cartridges for select Brother laser and inkjet 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 and ink, Brother's EcoPro print subscription can certainly offer savings on these supplies, with savings ranging from 16.5% and 81.9% 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 2025 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)
Denmark	DKK 170.00
Finland	€ 17.99
Sweden	SEK 245.00

Brother EcoPro Local Pricing – Colour Laser

Brother EcoPro 500-Page Plan Using Original Brother Toner	Monthly Subscription Cost (Local Currency)
Denmark	DKK 262.00
Finland	€ 34.99
Sweden	SEK 376.00

Brother EcoPro Local Pricing – Colour Inkjet

Brother EcoPro 500-Page Plan Using Original Brother Ink	Monthly Subscription Cost (Local Currency)
Denmark	DKK 182.00
Finland	€ 18.99
Sweden	SEK 198.00

Country/Region CPP Tables

Denmark – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	DKK 0.340
Average CPP	DDK 0.407
Percent Savings with Brother EcoPro (on average)	16.522%
Brother HL-L2400DW	DKK 0.407
Brother HL-L2445DW	DKK 0.407
Brother DCP-L2620DW	DKK 0.407
Brother DCP-L2660DW	DKK 0.407
Brother MFC-L2800DW	DKK 0.407
Brother MFC-L2827DW	DKK 0.407
Brother MFC-L2860DW	DKK 0.407

Denmark – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	DKK 0.524
Average CPP	DKK 2.365
Percent Savings with Brother EcoPro (on average)	77.844%
Brother HL-L3220CW	DKK 2.365
Brother HL-L3215CW	DKK 2.365
Brother MFC-L3760CDW	DKK 2.365
Brother MFC-L3740CDW	DKK 2.365
Brother DCP-L3560CDW	DKK 2.365

Denmark – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	DKK 0.364
Average CPP	DKK 1.025
Percent Savings with Brother EcoPro CPP (on average)	64.483%
Brother MFC-J5340DW	DKK 1.257
Brother MFC-J6540DW	DKK 1.257
Brother MFC-J6940DW	DKK 1.257
Brother MFC-J5740DW	DKK 1.257
Brother MFC-J4340DW	DKK 0.490
Brother MFC-J4540DW	DKK 0.490
Brother DCP-J1200W	DKK 1.167

Finland – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.036
Average CPP	EUR€0.462
Percent Savings with Brother EcoPro (on average)	46.212%
Brother HL-L2400DW	EUR€0.067
Brother HL-L2445DW	EUR€0.067
Brother DCP-L2620DW	EUR€0.067
Brother DCP-L2660DW	EUR€0.067
Brother MFC-L2800DW	EUR€0.067
Brother MFC-L2827DW	EUR€0.067
Brother MFC-L2860DW	EUR€0.067

Finland – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.070
Average CPP	EUR€0.389
Percent Savings with Brother EcoPro (on average)	81.997%
Brother HL-L3220CW	EUR€0.389
Brother HL-L3215CW	EUR€0.389
Brother MFC-L3760CDW	EUR€0.389
Brother DCP-L3560CDW	EUR€0.389

Finland – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	EUR€0.038
Average CPP	EUR€0.161
Percent Savings with Brother EcoPro (on average)	76.479%
Brother MFC-J5340DW	EUR€0.206
Brother MFC-J6540DW	EUR€0.206
Brother MFC-J6940DW	EUR€0.206
Brother MFC-J5740DW	EUR€0.206
Brother MFC-J4340DW	EUR€0.080
Brother MFC-J4540DW	EUR€0.080
Brother DCP-J1200W	EUR€0.145

Sweden – Monochrome Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	SEK 0.490
Average CPP	SEK 0.594
Percent Savings with Brother EcoPro (on average)	17.474%
Brother HL-L2400DW	SEK 0.594
Brother HL-L2445DW	SEK 0.594
Brother DCP-L2620DW	SEK 0.594
Brother DCP-L2660DW	SEK 0.594
Brother MFC-L2800DW	SEK 0.594
Brother MFC-L2827DW	SEK 0.594
Brother MFC-L2860DW	SEK 0.594

Sweden – Colour Laser

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	SEK 0.752
Average CPP	SEK 3.451
Percent Savings with Brother EcoPro (on average)	78.211%
Brother HL-L3220CW	SEK 3.451
Brother HL-L3215CW	SEK 3.451
Brother MFC-L3760CDW	SEK 3.451
Brother DCP-L3560CDW	SEK 3.451

Sweden – Colour Inkjet

Printer	Total Cost per Page (Local Currency)
Brother EcoPro CPP	SEK 0.396
Average CPP	SEK 1.546
Percent Savings with Brother EcoPro (on average)	74.385%
Brother MFC-J5340DW	SEK 1.973
Brother MFC-J6540DW	SEK 1.973
Brother MFC-J6940DW	SEK 1.973
Brother MFC-J5740DW	SEK 1.973
Brother MFC-J4340DW	SEK 0.770
Brother MFC-J4540DW	SEK 0.770
Brother DCP-J1200W	SEK 1.392

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.