



**CONTACT:**  
Jasmine Yoo  
Samsung Electronics Co., Ltd.  
Tel: +82-31-277-0532  
Jasmine.yoo@samsung.com

## **Samsung Wins BLI 'Monochrome Printer / MFP Line of the Year' Award For the Fourth Time**

- *Samsung's monochrome printer and MFP series recognized for outstanding printing features including reliability, print quality, energy efficiency and ease of use*
- *Samsung also wins two BLI 2016 Winter Pick Awards with Outstanding A4 Printer for Small Workgroups and Outstanding A4 Printer for Large Workgroups*

**SEOUL, Korea – February 1, 2016** – Samsung Electronics Co., Ltd., today announced it has won the '2016 Monochrome Printer / Multifunctional Printer (MFP) Line of the Year' Award from Buyers Laboratory Inc. (BLI) for the fourth time since 2012. BLI, the world's leading independent evaluator of document imaging devices and solutions, credited Samsung's monochrome printer and MFP series for their reliability, robust design, strong performance, cost and energy efficiency, environmentally friendly features, and ease of use.

"It's a great honor to be recognized as the leading provider of printing solutions that help create a more productive and efficient work environment," said Sungwon Song, Senior Vice President of Printing Solutions Business at Samsung Electronics. "Samsung is totally focused on offering printing solutions which are optimized for the smart office environment. It is hugely rewarding to see the key strengths of our monochrome printers and MFP lines once again independently confirmed by BLI."

"Samsung Electronics understands what customers need most from their printing products: reliability, productivity and efficiency," said Marlene Orr, BLI Director of Office Equipment Product Analysis. "Samsung offers products that deliver strong performance and reasonable costs, maintaining its position as the leading printing solution provider in the industry."

### **Two more BLI 2016 Winter Pick Awards for Samsung**

Samsung also won two more BLI 2016 Pick Awards, which are announced twice annually - in winter and summer.

Samsung's ProXpress M3825DW received the 'Outstanding A4 Printer for Small Workgroups' Winter Pick Award, with the ProXpress series capable of printing 40 pages per minute, and offering a range of features ideal for SMEs. For example, the eXtensible Open Architecture (XOA) web platform enables fast implementation of third-party software, as well as mobile printing through Google Cloud Print.

The 'Outstanding A4 Printer for Large Workgroups' Winter Pick Award was won by Samsung's ProXpress M4530 Series, which is capable of printing up to 47 pages per minute. The M4530's 1GHz dual-core CPU provides the power and capacity needed to accomplish print and copy jobs of all sizes and complexity, swiftly and easily. It also enables companies to reduce their operating costs and save time due to the long-life drum and extra high yield toner.

### **The most rigorous evaluation on the market**

BLI's Line of the Year Awards honor the manufacturers whose product line is determined to be the best overall in its category based on the cumulative test results of all models tested in BLI's rigorous two-month laboratory evaluation. The selections are made by BLI's highly experienced staff of technicians and analysts after subjecting scores of devices from every major OEM to BLI's exhaustive, comprehensive lab tests.

The BLI Winter and Summer Pick Awards acknowledge the products that gave the best performances in BLI's extensive suite of lab tests in the previous six months.

For more information on this press release including photos, infographic and related Samsung Newsroom articles, please visit [news.samsung.com/global/samsung-wins-bli-monochrome-printer-mfp-line-of-the-year-award-for-the-fourth-time](https://news.samsung.com/global/samsung-wins-bli-monochrome-printer-mfp-line-of-the-year-award-for-the-fourth-time).

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at [news.samsung.com](https://news.samsung.com).

# # #