

HSe 2:1 Heat Shrink Tube End-of-Life Plan

June 1, 2023

HSe 2:1 Heat Shrink Tube End-of-Life Plan Summary

In order to effectively communicate the end-of-life of a product, here is a plan which contains the following steps or process that should mitigate impact to the business.

1. Product end-of-life date – January 31, 2023 was selected because the new/replacement product would be in stock and ready to ship, AND there is sufficient stock of the end-of-life product to cover business-as-usual orders to give time for the channel and end users to transition to the new/replacement product
2. New/replacement product launch date – January 31, 2023 (Note: no advanced notice before the end-of-life date)
3. Notify Brother Customer Service – Brother Customer Service in the US (in this case, not Canada) should be notified in December with the end-of-life and launch plans/dates
4. Update the price lists – The price lists will be updated with the removal of the end-of-life product, the addition of the material set up information and pricing for the new/replacement product on the June 1, 2023 price lists
5. Make official notification to the channel – We will notify the channel on June 1, 2023 about the product end-of-life announcement, stock rotation policies and the upcoming launch of the new/replacement product with the June 1, 2023 price lists release
6. Marketing activities – Marketing will send out the June 1, 2023 price lists in May 2023 with the official channel notification letter (removed end-of-life and add new/replacement product) by June 15, 2023
7. Sales activities – Sales will follow up (training) with the channel in early July 2023 the end-of-life notification and transition to the new/replacement product

Key Milestone Dates

Milestone	Date	Description
Last Buy (HSe221, HSe241 only)	June 30, 2023	Orders will be accepted upon inventory availability
Stock Rotation	June 30, 2023	Deadline to request stock rotation of the HSe 2:1 heat shrink tube SKUs

Marketing Messaging

Brother launched HSe 2:1 heat shrink tube in mid-2013, the first printable heat shrink tube loaded in a TZe tape cartridge for most industrial P-touch labeling systems and printer models. After 10 years of successful business, Brother will launch a new HSe 3:1 heat shrink tube that will have all the same performance and properties of HSe 2:1 heat shrink tube except with a higher shrink down ratio for the same industrial P-touch labeling systems and printer models (may require firmware upgrade). The new HSe 3:1 heat shrink tube will come in white and yellow colors, and in larger sizes up to 1.2" wide.

With the launch of this new HSe 3:1 heat shrink tube line, the existing line of HSe 2:1 heat shrink tube will be discontinued on June 1, 2023.

Affected Regions

USA

Transition Models

Old Model	Replacement Model	Description
HSe211	HSe211E	HSe211: Shrinks down to 0.07" to 0.13"
		HSe211E: Shrinks down to 0.031" to 0.12"
HSe221	HSe221E	HSe221: Shrinks down to 0.10" to 0.20"
		HSe221E: Shrinks down to 0.062" to 0.21"
HSe231	HSe231E	HSe231: Shrinks down to 0.14" to 0.28"
		HSe231E: Shrinks down to 0.082" to 0.27"
HSe241	HSe251E	HSe241: Shrinks down to 0.21" to 0.42"
		HSe251E: Shrinks down to 0.16" to 0.53"
HSe251	HSe251E	HSe251: Shrinks down to 0.29" to 0.56"
		HSe251E: Shrinks down to 0.16" to 0.53"