

brother
at your side

How to succeed at sustainability



A guide for New Zealand businesses

MPS brother **MANAGED**
Print Services


**best for
business**

Contents

4 What does it mean to 'go green' and is it worth it?

6 Will print-free really help the environment?

9 Reap the benefits of recycling in the workplace

11 Five ways to create a more sustainable workplace today

14 Create a culture that cares

17 How Brother walks the talk



Introduction

Increasingly, businesses big and small are creating strategic plans that not only include corporate social responsibility (CSR) programmes, but prioritise the impact of environmentally sustainable business practices. Often these are aligned with government-lead initiatives and the personal values of their employees.

New Zealand is one of the first countries to pledge a carbon-neutral future, with a bold goal of creating a carbon-neutral country by 2050.

And many Kiwi brands are already playing their part in meeting this ambitious target, including Brother New Zealand which is proudly the #1 print brand in the country when it comes to reducing carbon emissions¹.

Not only do Brother take their commitment to reducing environmental impact seriously, but they are part of the growing trend of businesses wanting to make a difference in their community and working with partners that hold similar values.

Environmental care is a central part of Brother's business offering under Managed Print Services (MPS), giving customers the reassurance that they're receiving everything from free recycling to energy efficient technology.

Here we discuss what it really means to 'go green' and the benefits sustainable business practices can bring, from reducing carbon emissions and saving money to retaining great staff and more.

Brother New Zealand is proudly the #1 print brand in the country when it comes to reducing carbon emissions.



1. CarboNZero and CEMARS top 20 emission reductions programme, April 2018



What does it mean to 'go green' and is it worth it?

A certain famous frog once said "it's not easy being green"; and back then he had a point.

A decade ago, 'green' initiatives may have been seen as alternative, complicated, unachievable and expensive. But now the tables have turned.

While there is still some novelty around electric vehicles and Instagram-worthy in-office living walls, being green has become a given. In fact, it's now a driver to enable businesses to continually evolve and seek technology partners who together can deliver tangible benefits back to the planet and their business.

But what does 'going green' actually mean?

We're not just talking about everyday recycling. This means consideration across your entire business operations, including the full lifecycle of products and services you offer, from beginning to end.

Going green is also about future planning, thinking about what policies and practices you might introduce to create a better environment for future generations.

And let's not forget consumer attraction toward a brand that actively cares for the environment and is honest and transparent to customers and their own employees.

A decade ago, 'green' initiatives may have been seen as alternative, complicated, unachievable and expensive. But now the tables have turned.

But be aware, consumers have become very savvy to so-called 'greenwashing'. Simply stating that you care about the environment is not enough.

New Zealand businesses have a huge opportunity to lead the way here, and we are already seeing a shift in public perception and expectation with supermarkets (for example) making a stance against single-use plastic bags. While we're starting to see that change of behaviour at home with reusable bags taking pride of place in the car boot, many of those great habits sadly don't come with us to the office.

Research shows that while recycling of consumables is fairly common, many employees aren't involved in this and it isn't part of any formal company policy—instead it's more of an ad hoc practice.²

So how can you encourage and lead that change in your workplace, and what benefits will your business actually get from adopting practices that help reduce your environmental impact?

If you're unsure, then start by asking yourself these simple questions:

- Would I like to improve efficiencies and reduce energy consumption?
- Would I like to reduce product waste?
- Do I want to create a positive culture of environmental care and instil brand pride among my employees?
- Do I want to make a real difference and reduce operating costs while doing it?

If you answered yes to any of the above, then you already understand the basic importance of environmental care and are likely taking small steps in the right direction. Now let's help you get to the next phase!

2. Brother New Zealand Business Print & Technology Survey 2017



Consumers have become very savvy to so-called 'greenwashing'. Simply stating that you care about the environment is not enough.





Will print-free really help the environment?

In the digital age we live in, the use of paper and printers (particularly in the office) still get a lot of negative attention.

Historically, printed materials, machines and consumables have contributed to the waste making its way to landfill. And when you add the energy resource required for these products, it's understandable why there has been a perception that printing can adversely affect the environment.

However, in the past decade there have been dramatic improvements across technology, production, consumer and corporate waste recycling, reusable energy and more.

Cutting-edge technologies such as artificial intelligence (AI) and internet of things (IoT) sensors are already making businesses cleaner and more efficient. This includes minimising waste on stock, redistributing the air around an office rather than heating what's already hot, and cooling what's already cold.

Simply updating office technology, such as printers, can have enormous benefits for the environment, with global market intelligence leader IDC saying that new devices can cut energy consumption by 30 per cent.³

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3 & 4. Telegraph UK, 2018

The latest in-market printers have a host of sustainability benefits, all of which add up to a significant reduction in environmental impacts at a company level.

New models are more energy-efficient (thanks to innovations such as Brother's low-energy standby power), faster to use and less costly to run. There are also more ways than ever before to help businesses become more sustainable, by ensuring nobody prints and forgets about it or prints multiple copies without realising.

For instance, Brother business printers have built-in Near Field Communication (NFC) readers, which allow for pull printing—a print job won't be released until it's been authenticated by the user, bringing security benefits and reducing paper waste.

It is this scale of technological change – from potatoes to printers – that encapsulates the "fourth industrial revolution" which many commentators feel we are now in.

Brother not only has a deep understanding of that technological change, but aligns it with environmental considerations and processes across its entire business; from its factories, offices, products and materials to its overall energy usage and everyday employee actions.

What is obvious throughout this continual change however, is that certain businesses and services will always rely on print.

In fact, according to recent research, 85 per cent of employees see print as continuing to be a critical component to effectively functioning in their job, with most printing every day.⁵

32 per cent of businesses surveyed are actively working towards becoming more paperless and digital, however, half of the businesses surveyed also noted that they realistically can't become paperless and still function effectively.

5. Brother New Zealand Business Print & Technology Survey 2017



85%

of employees see print as continuing to be a critical component to effectively functioning in their job, with most printing every day.

And for many of these businesses (including law firms, medical centres and pharmacies), the role Brother plays in managing their unique requirements is vital.

From understanding their changing business needs, to having the latest, most energy efficient technology, providing free and simple recycling and end-of-life solutions for its products—all through its MPS programme.

Brother NZ are now hoping to inspire others in their own industry and beyond, and show that sustainable practices and substantial emission reductions can be achieved.

And if a leading print company can do it, you can too! Exactly how they achieve such impactful results will be shared a little later.





Reap the benefits of recycling in the workplace

It's likely you're pretty savvy with basic paper, plastic and organic recycling, but do you know what to do with printer consumables or your machines when they're no longer needed?

A recent study found that 49 per cent of New Zealand businesses are recycling printer hardware and consumables, but only 30 per cent have a formal recycling policy in place and tend to recycle in an ad hoc manner.⁶

As industry leaders in end-of-life recycling, Brother NZ wants to encourage more New Zealand businesses to dispose of waste materials in an environmentally responsible way and provides an incredibly simple and stress free way to do just that!

Recycling consumables (like ink cartridges) reduces the amount of waste settling in landfill and allows materials to be reused. Brother partners with Croxley Recycling and NZ Post to provide free recycling whether you're a large business customer or home office user of Brother products.

Brother customers who use the Managed Print Services programme also no longer have to worry about recycling. As part of this unique service, the Brother team can see when you're close to running out of ink and will not only send a replacement consumable, but will dispose of your old one safely at no cost to you and in a way that has a minimal impact on the environment.

6. Brother New Zealand Business Print & Technology Survey 2017

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But what actually happens after your ink cartridges are collected for recycling?

Sorting

After your cartridges have been collected, they first get sorted to make sure there are only cartridges, drums and other printer consumable components in the mix. The sorting process also makes sure the cartridges are produced by manufacturers whose consumable materials have been verified as recyclable—so no unknown materials are going through the process.

All Brother products have verified recyclable materials. They are manufactured according to ROHS Compliance (Restriction of Hazardous Substances) meaning all products use absolutely no hazardous substances and meet specific criteria such as no mercury, lead, cadmium, chromium and nickel or their compounds.

Separation

The cartridges are broken down and crushed into fragments. The materials used to manufacture a cartridge such as steel, clean or mixed plastics, residual toner, ink and aluminium are then separated. Every bit of the cartridge is then recycled into new products. This process is achieved with **zero waste to landfill**.

Here are just some of the new items Brother creates with those materials...

- Aluminium is used to make items like cans
- Clean plastics are used to make stationery like pens and rulers
- The residual ink is used in pens
- The residual toner is turned into TonerPave which is used in roads and pathways
- Contaminated plastics are turned into eWood to make things like benches and fences
- Steel is re-used to create appliances like fridges or other items.

Brother products are manufactured according to ROHS Compliance (Restriction of Hazardous Substances) meaning all products use absolutely no hazardous substances and meet specific criteria such as no mercury, lead, cadmium, chromium and nickel or their compounds.



5 simple ways to create a more sustainable workplace today

You don't need to be a sustainability or environmental expert to start making change in your office. We all have to start somewhere, so here's some really simple ways you can 'green' your workplace with very little effort, but very real results!

1.

Power down

We all know the drill. We've been educated to turn lights off when we leave a room, and while it may be a common practice at home, often these good habits don't come with us as we enter the workplace. Those seemingly small habits of switching bathroom lights off when you leave, ensuring technology has power-save mode activated or low-energy standby functions, really do make a difference in cutting energy usage.

Another great idea is to ask yourself if you even need those lights on? Spend some time looking where natural light filters into your office. Try to make use of that light and even better - when the sun is shining make the most of the sun's heat to prevent you turning on the heat pump, floor or wall heaters. And if you do have a heat pump or air conditioner, clean the filters regularly to keep it running efficiently and effectively.

The best thing about these ideas is that they are free! They can be implemented today with zero cost to your business.

2.

Kick the habit

A lot of how we run and manage meetings is built out of habit. For example, taking a pad a pen or sharing docs and presentations on paper. While there will be times where you need to share that physical example, why not instruct regular team meetings be paper free!

3.

Create a dedicated recycling spot

Whilst placing a used milk bottle into a recycling bin doesn't seem difficult, you want to make it easy for employees to make a good decision about their waste. Have a spot that's dedicated to recycling, including clear signage that tells people where to place plastics, organics and other waste. Or go a step further and encourage people to not recycle at all (yes, you read right) - instead choose to reuse items like coffee cups, water bottles and food wraps.

4.

Bring the outdoors in

Humans have an innate connection with nature and the outdoors, so it's no surprise really that indoor plants and trees have a range of psychological benefits as well as cleaning the air! In a more traditional office environment where air may become stagnant, plants can help remove air pollutants.

And while we're on the topic of pollution, plants are also known to reduce noise pollution which is why we often see planting on our motorways, particularly where residential housing is close by. The same concept can be applied to offices; for example, as 'living' walls or as a means to absorb wooden or concrete flooring noise.

Plus some research even suggests that having plants within eyesight improves your mood and boosts productivity!

5. Choose partners and suppliers who care

If you're serious about making a positive difference to the world we live in, then spend some time looking at your partners and suppliers and see if their environmental values align with your own.

Businesses that build partnerships which support their desire to reduce carbon emissions, or waste going to landfill (for example) can inspire other companies to do the same.

Here are some things to look out for when searching for the right partner:

- **Environmental Choice NZ certified**

The NZ Government's official environmental label recognises the effort of manufacturers to reduce the environmental impact of its products.



- **CarboNZero certification**

This certification recognises an organisation's ongoing pledge to manage, reduce and offset carbon emissions. Brother NZ was the first print brand in New Zealand to achieve this certification.



- **ISO standards**

ISO 14001 is an international standard that provides requirements for an effective environmental management system (EMS). Rather than establishing performance requirements, it provides a framework that organisations can follow.

- **Environmental Design Awards**

Look for brands that are standouts in their respective categories. Brother products are often winners in the Good Design and IF Design Awards, which recognised great all round design including aesthetics, usability, consideration for the environment and benefit to society.

- **A Managed Print Services provider who includes recycling**

Brother MPS provides free recycling for businesses' hardware and consumables, and has all of the above environmental accreditations.



Create a culture that cares

How much importance do you place on office culture? Do you work hard to create an environment that embraces individuality, creativity and collaboration? Do you understand what values are important to you as a business and work to instil these values through your employees' actions and behaviour?

The traditional nine to five work day where you get the work done, clock watch, walk out and switch off is a thing of the past. Today's employee wants more: more satisfaction from their job, more time to marry personal and work commitments, more connectivity to work anytime, anywhere, more flexibility to enable career growth and start a family and even more opportunities to give back.

They care about creating stronger communities who are passionate about environmental impact. In fact, 80 per cent of employees feel that sustainability and recycling is personally important to them. So, in an age where sustainability is at the forefront of people's minds, it gives businesses the opportunity to tap into this interest and create ideas or programmes that align with this passion and make a real difference.

80% of employees feel that sustainability and recycling is personally important to them.⁷

7. Brother New Zealand Print & Technology Survey 2017

Some ideas to get you started

Run an eco-points programme

Running an eco points programme is an engaging, easy and practical way your organisation can contribute towards an environmentally sustainable future. It incentivises best practices and systematically changes habits and behaviours to achieve eco goals within your organisation. The programme is not only beneficial for the environment but will reduce costs as well.

How does it work?

Points are earned by completing eco tasks and actions each month to create awareness and education around sustainability issues. For example, setting your PC to hibernate or monitor to automatically switch off during breaks and when you finish work. The energy from a monitor left powered-up overnight could have been used to print 800 A4 sheets of paper!

The eco-points programme generally includes around five eco actions each month designed to create awareness and promote good eco habits.

Points are traded in at the end of the year and converted to funds towards a tree planting day or other conservation.

The monthly actions are aimed at tackling environmental and climate change issues such as paper re-use/recycling, resource conservation, waste reduction and water saving.

Running an eco-points programme is an engaging, easy and practical way your organisation can contribute towards an environmentally sustainable future



The monthly actions are up to you to decide, but here's some examples to get you thinking...

Eco-commute

Choosing to walk rather than driving short distances, riding a bicycle, catching public transport, carpooling and driving efficiently are ways we can help cut pollution and save you hundreds of dollars per year!

If you're driving, here are some fuel efficiency tips and tricks:

- Drive smoothly and try to maintain a steady speed – more revs equals more petrol use.
- Air conditioners can use about 10 per cent extra fuel when operating. However, at speeds of over 80 km/h, use of air-conditioning is better for fuel consumption than an open window as this creates aerodynamic drag.
- If you are stopping for more than 10 seconds, except in traffic, you can turn off your engine. Idling for more than 10 seconds uses more fuel and creates more pollution than simply restarting your engine.
- Inflate your vehicle's tyres to the highest pressure recommended by the manufacturer and make sure your wheels are properly aligned. Looking after your tyres will not only reduce your fuel consumption, it will also extend tyre life and improve handling.
- Travel light. Make sure you don't have heavy items in the boot or backseat weighing the car down unnecessarily.
- Or don't travel at all! Utilise smart video conferencing technology instead of driving or flying to meetings.

An easy way to minimise your environmental footprint travel is to utilise smart video conferencing technology instead of driving or flying to meetings





How Brother NZ walks the talk!

Throughout its 60 year history in New Zealand, the environmental impact of Brother products, services, factories and even corporate offices has continually been a priority.

Aligned with its global vision, Brother NZ works hard to meet its collective goal of reducing carbon emissions.

Brother NZ was recently recognised in the carboNZero and CEMARS Top 20 Reducers programme for its “remarkable” leadership in carbon reductions.

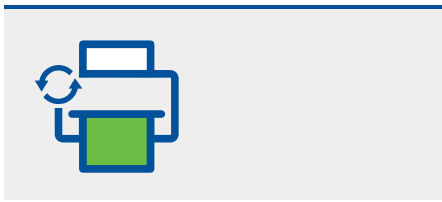
Ranked 5th out of 20 top reducers across the country, Brother NZ is the only print brand to receive the accolade with a reduction of 716.06 tonnes of CO₂e, or 43.8 per cent across the past six years. To put that in perspective, this is the same as driving from Auckland to Wellington in a medium-sized petrol car over 5,000 times!

Brother NZ is the only print brand to receive the accolade with a reduction of 716.06 tonnes of CO₂e, or 43.8 per cent across the past six years.

It's not just carbon emission reductions Brother is focused on either, with an active approach to environmental care in everything they do...



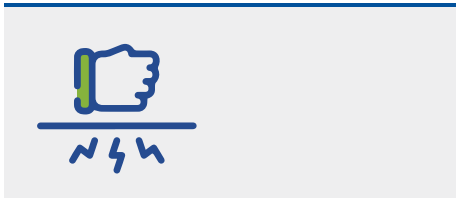
We have one of the most comprehensive, free end-of-life recycling programmes (for both hardware and consumables) provided by any NZ print manufacturer.



With Brother MPS, business customers not only get free delivery and installation, but any old A4 devices that are no longer working or needed will be taken away for free and disposed of safely.



We were the first print brand in NZ to receive the world leading carboNZero certification.



Brother products contain no nasties (no mercury, lead, cadmium, chromium and nickel or their compounds).



Our products are produced in green 'eco-factories' with ISO 14001 certification.



We're also developing machinery that can take advantage of recyclable energy.



We've developed cutting edge technologies to improve product features like 'Low-Energy Standby'. 'Coatless Surface Technology' is another example of innovation that has reduced the VOC (volatile organic compound) emissions during manufacture.



With the ability to monitor devices remotely, we always know when you're about to run out of consumables so you're never caught out. When new ink or toner is delivered, we also recycle the old consumables for free.



Our research and development teams are continuously innovating to achieve sustainability gains. We've been researching fuel cells for 15 years. These are a clean source of energy (with only water as a waste product) which bonds hydrogen to oxygen in the air to produce electricity! We will continue to develop products designed for daily use, aiming for a future with hydrogen infrastructure as its main stream of power source. We're also developing machinery that can take advantage of recyclable energy.

Throughout this article we've discussed numerous ways you can adopt sustainable business practices, while at the same time improving staff productivity, morale and cutting costs.

No one appreciates the time and resource it takes to manage these processes better than Brother, which is why its expert team manages the entire process for businesses right across New Zealand.

Through Brother Managed Print Services (MPS) the complete recycling programme is taken care of for you, which means one less task for your busy staff to worry about. No longer will you need worry about ordering new toners, or how to dispose of the old ones safely and in a way that doesn't damage our environment.

Many larger businesses are also enjoying the fact that they don't have to worry about e-waste costs with Brother experts managing the whole process completely free of charge.



What exactly is a Brother Eco Factory?

Brother eco factories are focused on taking measures to enhance the environmental performance of each product.

Having already achieved ISO14001* certification, Brother continues to work in accordance with the Environmental Management System (EMS), striving to reduce materials and energy usage and meet environmental standards for all discharges from factories.

Throughout its factories, it pays special attention the consumption of electricity, such as lighting, air conditioning, and power generation facilities.

The Brother factory in the Philippines was fitted with 100 per cent LED lights, successfully reducing the potential number of lights by 40 per cent. This led to the factory being recognised as one of the highest energy-saving production factories in the Brother group.

Brother activities to reduce its environmental burden are steadily increasing year-by-year around the world, including New Zealand.

"Eco-friendly" is a never-ending effort and Brother will continue to take on this challenge and be proud industry leaders.

Besides caring for the environment, Brother MPS also comes with a comprehensive service package designed specifically for NZ businesses. This includes:

- Analysis of business print needs and advice on hardware, software, workflows and print environment (including office layout) to meet them. We call this approach Balanced Deployment
- Free delivery and installation of the latest hardware.
- A 7-day New Zealand helpdesk, with no cost to call, even on weekends
- 4 year on-site warranty. If an issue can't be remotely solved over the phone, we'll send a technician on-site to repair it, free of charge*
- Regular, proactive maintenance and servicing of existing print fleet, including important security updates at no cost to you. This includes remote monitoring, where experts can fix problems without even stepping into your workplace
- The most comprehensive nationwide service network of any print brand in NZ
- Automated replenishment of ink and toner, with freight costs covered by Brother

Brother is also carboNZero certified, so as a Brother customer you will always have complete confidence that every service offered under Brother MPS has sustainability and environmental protection at its heart.



**7-day New Zealand
helpdesk, with no cost to
call, even on weekends.**

*T&Cs apply

Ask the experts

Brother can look at the way you manage your printing and make suggestions to address any issues you may have.

To learn more about how Brother Managed Print Services could benefit your business, request a consultation by calling the Brother New Zealand Helpdesk on 0800 243 577.



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. It's been rated the number 1 print brand for service and support by Kiwis.*

Brother is the leading provider of print, and imaging equipment and labelling solutions in New Zealand, servicing the retail, corporate and B2B markets. Brother Managed Print Services' expert team take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work seamlessly in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive research 2018.