

**BROTHER (NZ) BECOMES FIRST PRINT BRAND TO RECEIVE  
carboNZero CERTIFICATION**

Brother International (NZ) has become the first New Zealand print brand to receive carboNZero certification, for its commitment to environmental leadership.

The certification recognises and rewards the company's ongoing pledge to manage, reduce and offset carbon emissions.

"We are very excited to have this certification, which supports Brother's initiatives for reducing the impact we have on the environment," Brother International (NZ) Limited, Executive Chairman, Graham Walshe said.

"Sustainable and environmentally-responsible business practises are core values for Brother, and we are proud of our commitment to neutralising carbon emissions."

Walshe said that reducing carbon emissions, and other greenhouse gases that are contributors to climate change, are critical challenges for modern society. "Brother has a proactive approach to emissions reduction, with targets in place for reduced carbon emissions across its global operations."

Notably, efforts in logistics have focused on reducing air freight from Asian factories through efficient stock control systems. "This has resulted in an approximately 25 per cent reduction in CO<sub>2</sub>e emissions in the financial year (ending March 2013) compared with the carboNZero programme base year, the previous year," Walshe said.

The Brother (NZ) organisation and staff are also committed to energy conservation activities. The establishment of the Brother Ecopoints programme has raised environmental engagement among staff, with employees being challenged to focus on different emissions activities each month, such as reducing electricity usage.

Brother offers the most comprehensive waste management, and end-of-life recycling programme provided by any New Zealand print manufacturer. This includes free nationwide recycling for all its printers, inks, toners and drums.

'Free Post' consumable recycling bags are provided for anyone wishing to dispose of consumables thoughtfully. Each bag is collated by NZ Post before being redirected to a recycling centre in Auckland.

"We try and make carbon zero thinking real, by focusing on how even small changes in everyday domestic routines contribute to a reduction in emission levels. Practical education is key to growing success," Walshe said.

carboNZero programme, acting CEO, Dr Ann Smith, praises Brother International's (NZ) commitment, and leadership, in environmental responsibility.

"It's pleasing to see Brother lead the print industry and take action to reduce environmental impact. This achievement should be celebrated by everyone at Brother, and we look forward to seeing how this leadership evolves in their sector," Smith said.

#### **EDITOR'S NOTES:**

##### **About Brother NZ**

Brother has been in the New Zealand market for over 50 years, and in that time has grown to be the leading provider of print and imaging equipment, sewing machines and labelling hardware in New Zealand.

It services the retail, corporate and business-to-business markets and offers an array of services.

Brother takes Corporate Social Responsibility seriously and follows the three basic policies of the Brother Group worldwide; "commitment to quality", "customer first" and "care for the environment". This is illustrated in its ISO 14001 Environmental standards and ISO 9001 Quality standard certification.

The Brother recycling programme is unparalleled within the New Zealand market and is recognised as the most comprehensive programme by Brother globally.

Brother also supports numerous community initiatives through sponsorships, and supports the Pacific Cooperation Foundation. This emphasises Brother's commitment and desire to serve the community locally and globally.

[www.brother.co.nz](http://www.brother.co.nz)

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##### **About Brother Earth**

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother's attitude and commitment to play a part in building a society with sustainable development.

Help the environment now by giving a click at [www.brotherearth.com](http://www.brotherearth.com). Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

##### **About carboNZero Holdings Limited**

carboNZero Holdings Limited is part of Landcare Research and 100% owned by the New Zealand Government.

It is an internationally accredited greenhouse gas (GHG) certification programme that certifies conformance to internationally recognised standards in GHG measurement. The programme is the world's first internationally accredited GHG certification programme under ISO 14065.