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## ABOUT US

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## Environment

Brother is aware of the implications of worsening environmental problems such as global warming and the depletion of precious and rare resources. Due to this awareness we have actively adopted comprehensive measures for environmental conservation.

These measures include:

### ISO 14001 Accreditation

Four Japanese and six international manufacturing facilities have been accredited with the strict ISO 14001 conservation standards for the environment.

### Energy Star Approval

Selected laser printers and Multi-Function Centres (MFC's) comply with the International Energy Star Program. The Energy Star label is permitted to be used for those products, which are Energy Star qualified.



### Brother's Environmental Protection Measure

Our printers and MFC's have adopted a printing system that reduces consumable wastage. This printing system has ensured that users no longer have to throw away a drum or inkjet print heads when the toner or ink cartridge has finished. Toners and ink cartridges may now be replaced separately. Additionally, all our models have a draft print mode to reduce the amount of toner or ink required for standard prints.

### TCO'99 Accreditation

Brother is the only printer manufacturer with TCO 99 certification. TCO'99 is an exacting standard governing product safety, ergonomics, handling and physical design, working environment emissions, total environmental management strategy, manufacturing processes, ecology and the operator's manual.



### Brother's Green Purchasing Policy

Brother promotes activities that are environmentally friendly. Such practices include purchasing products using a recommended product list, which includes items ranging from toilet paper to company vehicles.

### Brother and Planet Ark

Brother is proud to be a Major Sponsor of the 'Cartridges 4 Planet Ark' recycling program. This Australia wide program is designed to reduce the 18 million printer and fax cartridges (equivalent to 5000 tonnes) of waste which are sent to landfill each year.

Cartridges that are put into the specifically designed collection bins are then processed by the innovative "Green Machine" and every bit of our cartridges are then recycled into new products such as rulers and other plastic product to help ensure zero waste to land fill.

This program covers both laser and ink cartridges.

Brother is committed to supporting initiatives which help to ensure the long-term sustainability of our environment.

Below is an image of Shelly Croft with Brother toner cartridges and some products which are made with the recycled materials.