

Want to do your bit? We can help.

From recycling your ink cartridges to sponsoring the rainforest, looking after the environment is vitally important to all of us. We hope you feel the same way. And if you do, why not find out more?

For details of Brother's environmental policies and achievements, visit the 'Brother Green' section at www.brother.co.uk

To find out more about Cool Earth and its activities, visit www.coolearth.org



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Like you, we feel the environment's for everyone, so we do more than just talk about it.



PARTNERSHIP WITH
THE CHARITY
COOL EARTH

PURPOSE-BUILT
RECYCLING
PLANT

ETHICAL
AND ENVIRONMENTAL
RECOGNITION

Partnering Cool Earth to protect the rainforest.

It's just our latest commitment to the environment.

Being green, saving the planet; call it what you will, it's important to every one of us. And while many businesses talk a lot about it, we're actively doing things. Like supporting Cool Earth.

Cool Earth protects endangered rainforest to help combat global warming, and to launch our partnership with the charity we've sponsored 4 square kilometres (equal to 600 football pitches!) in the Amazon.

Our sponsorship will help Cool Earth to:

Protect animals and plants, including approximately

- 44,000 mature trees
- 190,000 saplings
- 6 endangered species of mammal
- 322 types of plants
- Over 11,000 species of insects and worms

Set up a local trust to help communities live sustainably from the land

- The local Ashaninka people will be supported to responsibly harvest rainforest produce such as nuts, coffee and cocoa, so they can get an income from the forest without cutting it down.



This is just the latest stage in our ongoing commitment. As a global business, we've always taken our ethical and environmental responsibilities very seriously. In fact they're an integral part of our company ethos, and affect everything we do.

- ✓ All our products are developed to be environmentally friendly, use minimal energy, last longer and be easy to recycle
- ✓ The majority of our products are Energy Star and Blue Angel accredited for energy efficiency
- ✓ We developed our own dedicated recycling plant in Ruabon, North Wales, which recovers, reuses or recycles up to 98% of material in every cartridge, with zero landfill



Our environmental policy is built on a concept of 5 'R's:

- Refuse** Avoid purchase of environmentally burdensome materials whenever possible
- Reduce** Reduce waste material
- Reuse** Reuse waste material without processing
- Reform** Reuse materials in a different form
- Recycle** Reuse materials as resources



- ✓ For the third year running, the Ethical Company Organisation put Brother top with 100 out of 100 – the only printer manufacturer to achieve this

