

PRESS RELEASE

Brother Announces First Island-Wide Recycling Campaign

In Conjunction with World Environment Day

Consumers can soon return used Brother Ink Cartridges via SingPost for recycling

SINGAPORE, June 5, 2008 – Brother International Singapore, a leader in home and business printing and imaging peripherals, today reiterated its commitment to going green with the introduction of a new programme to facilitate the return and recycling of used Brother ink cartridges island-wide. In conjunction with World Environment Day, this first-of-its-kind initiative allows Brother's customers to conveniently return their used ink cartridges via SingPost mailboxes, over a business reply service.

Developed with customers' ease-of-use in mind, they can simply collect customised envelopes from selected Brother authorised resellers across the island, as well as Brother Customer Service Centre, from 23 June 2008 onwards. The envelopes are Reply Paid, and can also be mailed to the customers upon request. This request can be made to the Customer Service department or on Brother's website (www.brother.com.sg/recycling).

The packages can then be dropped off at any SingPost mailbox island-wide. Not only will this provide environmentally conscious customers with greater convenience in returning their used ink cartridges, Brother hopes that the move will encourage other customers to adopt the same habit as well.



Brother's Recycling Business Reply Envelope

In line with the theme of conservation, Brother encourages customers to consolidate a maximum of four ink cartridges per package before mailing them back.

“The recycling of ink cartridges via SingPost mail service is the first-of-its-kind initiative amongst printer manufacturers in Singapore and we are very excited to be the pioneers. We are always looking for ways to encourage our customers to do their bit for the environment and given the convenience this programme offers, we hope to encourage more customers to jump on the recycling bandwagon,” said Takeo Shimazu, Managing Director, Brother International Singapore.

Said Howard Shaw, Executive Director, Singapore Environment Council, “This recycling initiative by Brother is a perfect example of good product stewardship and demonstrates how manufacturers can take on an active role in making environmental protection an integral part of the product life cycle, from the design stage right to disposal. I applaud Brother’s efforts and encourage more companies to follow suit.”

This new programme follows the launch of the Brother Green Project last month, which aims to provide customers with an easy and convenient way of disposing used Brother consumables in a socially and environmentally responsible way.

As part of the initiative, collection points have been set up at Brother’s Customer Service Centre at #01-01 Gateway East for consumers to dispose of their used ink, toners and drum cartridges which will then be recycled. Collection points have also been created at selected authorised resellers’ outlets including Brother’s Concept Store at #04-K1 Funan, DigitalLife Mall, as well as at Skylet at #04-54/55/56 Sim Lim Square. In addition, Brother International Singapore also runs a programme for its corporate customers where used toners and drums for recycling are collected regularly from corporate customers’ offices.

To further encourage the recycling of consumables, Brother will also be running marketing programmes where consumers can stand the chance to win prizes. Details of these programmes will be posted on Brother’s website (www.brother.com.sg/recycling) on 23 June 2008.

Additional Notes

Other Brother's environmentally-friendly initiatives include:

Brother's 5R concept

1. **REDUCE** waste material by recycling
2. **REUSE** products and waste material
3. **REFUSE** to buy environmentally unfriendly products
4. **REFORM** materials and use again
5. **RECYCLE** rather than scrap



Restriction of Hazardous Substances (RoHS)

Brother's machines' eco-friendliness is determined by RoHS (Restriction of Hazardous Substances) Directive. There is restricted use of certain hazardous substances in the manufacture of its products, like lead, mercury and calcium. On top of that, Brother's machines are labelled Energy Savers, which means they consume less power, wrapping up an all round holistic approach to being environmentally friendly.

Energy Star

Brother laser printers, Multi-Function Centres (MFCs) and faxes comply with the International Energy Star Program. As a long time Energy Star partner, Brother companies worldwide have strong social and environmental responsibilities to contribute to a cleaner planet.



TCO99 Accreditation

Brother is the first and only printer manufacturer to achieve the coveted TCO (TCO'99) certification. TCO99 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 Environmental Protection Measure

Brother printers and MFCs have adopted a printing system that reduces consumable wastage. This printing system ensures that users no longer have to throw away a drum or inkjet print-heads every time the toner or ink cartridge has been depleted. Toners and ink cartridges may now be replaced separately. Additionally, all Brother models offer a draft print mode to reduce the amount of toner or ink required for standard prints.

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About Brother International Singapore

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines and Malaysia as well as liaison offices in Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call 1800-BROTHER (276-8437) or visit www.brother.com.sg. Brother will always be "At Your Side" now and into the future.

NOTE: All brand and product names are trademarks or registered trademarks of their respective companies.

About World Environment Day

World Environment Day was established by the United Nations General Assembly in 1972. The 5th of June every year has since been designated as a day used by the United Nations to stimulate worldwide awareness of environmental issues to encourage political action.

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