



Press Release

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BROTHER NZ LEADS PRINT INDUSTRY IN 'TOP 20 CARBON REDUCERS' LIST

Brother International (NZ) Limited has been 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 is the **only print brand to receive the accolade with a reduction of 716.06 tonnes of CO₂e, or 43.8%*** across the past six years.

“On behalf of the Enviro-Mark Solutions team, I congratulate Brother for its remarkable leadership in carbon reductions and carboNZero certification,” Environ-Mark Solutions CEO, Dr Ann Smith, said.

“Brother has cut emissions by 43.8% (716.06 tCO₂e) which is the same as driving from Auckland to Wellington in a medium-sized petrol car over 5,000 times! I look forward to seeing Brother continue this journey, inspiring others in their industry and beyond along the way.”

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

“While we align with Brother globally in our collective goal to reduce carbon emissions, locally we are incredibly proud to be recognised as the top print brand leading this movement in New Zealand,” Brother International (NZ) Limited Director and Manager of Corporate Strategy and CSR, Mayuko Hirose said.

“It’s one thing to say that you care about the environment, and have processes in place to reduce your carbon footprint, but to have this fact-based, authoritative recognition to validate our practises is really significant for our team.”

Brother NZ will continue to work hard to identify where further reductions can be made while challenging itself to utilise new technologies or research ideas that will further reduce its carbon footprint.

“We also want to keep instilling these values beyond our factories and offices, to our partners and others in the industry,” Hirose added.