

# CORPORATE RESPONSIBILITY REPORT

2012/13



YOU AND YOUR NEEDS ARE AT THE HEART OF OUR BUSINESS.

BROTHER. AT YOUR SIDE.

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# Welcome



### Welcome to Brother UK's 2012/13 Corporate Responsibility report – covering our Corporate Responsibility activities and performance between 1st April 2012 and 31st March 2013.

Having taken over the helm of our UK Operations in April of this year, I'm personally committed to continuing our journey of 'doing the right thing' as a business and ensuring that our Global Charter is implemented.

Operationally, we are very efficient. This means many of our future gains are likely to be the result of continuous improvement rather than a breakthrough.

Nevertheless, we will continue to think about how we can continue to make a difference in what we do. We're passionate about our locality; young people and Greater Manchester remain two of our key priorities, alongside other objectives around sustainability, our waste footprint and delivering value for stakeholders at all levels.

I'm often asked about the return on investment of corporate responsibility, which is a legitimate question if you view CR as a financial based activity. I see it as wider than that; more of a question of moral obligation and ensuring the landscape we envision for the future is in the best possible shape for those that will live within it.

I view it as long term investment, with both tangible and intangible benefits, with the common thread being about 'doing what's right', even if sometimes the business case doesn't stack up.

Creating the conditions for long term, sustainable business is our responsibility as both business leaders and as a corporation. CR isn't always about recycling, being green and carbon management but is also the wider impact you make.

I'm proud to work for a company that shares that value globally.

We remain At Your Side.

Phil Jones Managing Director, Brother UK

## About Brother

Brother UK is a member of Brother Group based in Nagoya, Japan.

UK operations began in 1968 in Audenshaw when we took over the Jones Sewing Machine Company. This became the base for marketing our range of products which soon expanded to include typewriters and knitting machines. We still operate out of the Manchester office today.

Brother UK market a versatile product portfolio including colour and mono laser printers, scanners, fax machines, inkjet printers, labelling machines and web conferencing technology.

We continuously seek out ways to improve efficiency and productivity, and are geared towards meeting these challenges as we work closely with our customers to establish long-term business partnerships.

These business partnerships, along with the strong relationships we have built with our employees, local communities and stakeholders, are guided by our Global Charter, along with our commitment to protecting the environment.

'At your side' is integral to all our business activities. It encompasses our desire to not only provide products that meet our customers' needs, but to provide technical support to help them improve efficiency and get the most from their products. In addition to providing our products, we provide advice and support on how to use them efficiently and effectively through 'How To' guides and our websites, including Brother Earth.



## **BROTHER'S 5Rs**

Environmental management is a core element of our business decision making process and we regularly measure our performance and strive to make continual improvements.

The Brother 5Rs – Refuse, Reduce, Reuse, Reform, Recycle – continue to have a positive effect on our business as we strive to look for innovative ways to reduce our environmental impact.

## Refuse

#### to purchase environmentally burdensome materials where possible

We choose to work with eco-focused suppliers, and have invested in energy efficient lighting technology.

## Reduce

#### our energy consumption

Many of our new products have become an environmentally responsible option, including Omnijoin, our recently launched Web Conferencing system.

## Reuse

#### material without processing

We continue to donate items we no longer need.

## Reform

#### waste into a useful form

The toner powder in the printer cartridges returned to our recycling facility are reformed into an agent to colour rubber and new paint products at an external recycling facility.

## Recycle

### what is left where possible

Materials such as gears and bearings that are sent to our recycling facility are reused in the production of new toner cartridges.

# 2012/13 highlights







## Environment

Our recycling programme and environmental standards have led to us being named as a 'Sustainability Role Model' within the industry. For more information see page 7.

## Community

We have supported dozens of charities this year, including Ronald McDonald House, Royal Manchester Children's Hospital, The Christie and Age UK. For more information see page 11.

## Associates

During our Wellbeing Week we engaged with all our staff by bringing in outside experts to support them with diet and nutrition, exercise, health advice and safety demonstrations. For more information see page 15.

## Customers

Our customers helped us to protect 272,000 trees by recycling over 1 million ink jet and toner cartridges. This is part of our partnership with Cool Earth. For more information see page 19.

## Business Partners

By working closely with our partners we continue to deliver superior products and customer service, winning awards for our channel programme along the way. For more information see page 23.





# Major milestones

#### Brother UK has a long-standing heritage and 2012/13 was a year of many milestones.

In November 2012, our UK factory in Ruabon, Wales hosted BBC film crews to film the last ever typewriter coming off the production line, which was donated to the London Science Museum.

Phil Jones, MD commented "because of the typewriters' importance in the history of business, and the special place it holds in many peoples hearts, we felt that giving it a home at the Science Museum would be a fitting tribute".

Over 5.9 million typewriters have been manufactured since the UK factory opened in 1985. The production of the last one represented the end of a technology, which has been important to so many lives.



Brother UK MD Phil Jones at the Ruabon factory.

Whilst production has ceased in the UK, Brother continues to produce typewriters in large numbers in the US and Far East – where the market demand is significantly higher.

March 2013 saw us reach the milestone of selling one million Brother A3 inkjet printers across Europe.

This impressive tally has been achieved in less than five years, following the introduction of the worlds first A3 inkjet all-in-one back in 2008.

According to context data for 2012 we had an impressive 75% market share of the A3 AIO multifunction market, outselling our nearest rival by almost 4 times.

A milestone we are particularly proud of is Brother UK delivering its best ever financial results for the year 2012/13. Despite the fact we are operating in a challenging economic climate, we have continued to deliver pleasing results and further expanded our market share.

Over 5.9 million typewriters have been manufactured since the UK factory opened in 1985.



# Environment



"Setting ambitious targets to reduce the environmental impact of our offices is a core element of Brother UK's commitment to corporate responsibility. Although we have made great progress in this area, we are not complacent and will continue to reduce our environmental impact whenever and wherever possible."

SALLY GABRIEL CORPORATE RESPONSIBILITY COORDINATOR

#### ENVIRONMENT

Our commitment to the environment is ongoing – we are continually looking at ways to manage and improve the environmental impact of our own business, and that of our customers. Through continuous innovation of our product range we are able to develop more resource efficient products that help us achieve this goal.

The Brother 5Rs remain at the heart of our environmental strategy - Refuse, Reduce, Reuse, Reform, Recycle; and these are used in conjunction with our ISO14001 accredited Environmental Management System. Both of these have enabled us to continue to divert 100% of our waste from landfill and significantly reduce our carbon footprint over recent years.

## Brother's Global Charter

Brother UK has a long standing commitment to operating in a responsible way. This commitment is enshrined in our Global Charter, which sets out moral and behavioural codes, and helps us to manage our relationships with associates, customers, business partners, shareholders and our community.

During 2012 we undertook our Global Charter Survey, which involved us speaking to over 31,000 employees in 44 countries to understand how well the Global Charter was being used and understood. The results were pleasing – with the majority of our associates stating they regularly took environmental concerns into account when making decisions, and that considering the social contribution of their action was paramount to them.

## Recycling with Brother

At Brother UK we believe we have a responsibility to care for our environment; a responsibility which we take very seriously and that we encourage others to as well. Our consumable recycling programme is an industry first – recycling cartridges and toners from all manufacturers, not just Brother.



Users manage their recycling through an online account – and 100% of every cartridge sent to the award winning Brother Recycling Facility in

Ruabon, North Wales is recycled or reused – meaning absolutely nothing is going to landfill. The great thing about this scheme is that it costs nothing for our customers to use – in fact, for every item we get back, the customer either receives a cash rebate or a donation to their chosen charity.

## Energy efficiency

The refurbishment of our office gave us the opportunity for all Brother UK staff to be located in the same building which resulted in some significant energy savings. However, despite our ongoing investments and improvements in this area the last year



## BROTHER AS AN ECO ROLE MODEL

INFOMARKT European Reports, a Europe wide publication focusing on the IT, business and technology markets recently named us a 'Sustainability Role Model' due to our eco-conscious actions.

#### ENVIRONMENT

#### **ENERGY USE** (kWh)



Turnover (£000's) 2008/09 **103,140** 2009/10 **106,006** 2010/11 **104,000** 2011/12 **101,000** 2012/13 **107,000** 

Energy use v Turnover (KWh/£000) 2008/09 **20.9** 2009/10 **12.9** 2010/11 **15.5** 2011/12 **11.1** 2012/13 **14.5** 

Key Gas Electricity • – • Energy use v Turnover (KWh/£000)

has seen an overall increase in our energy consumption of 37.5% although we have witnessed a 24% reduction on our water usage which is pleasing.

This increase has concerned us so we are spending some time investigating the possible causes and looking at what measures can be put in place to combat it. Since then we have undertaken the phase 2 of our refurbishment programme and have installed the very latest in energy efficient lighting technology. We continuously look for the best possible environmental option (BPEO) at every stage.

Another area that we have identified as requiring some attention is our staff restaurant – where energy consumption has increased by 50%. We believe that this may be partly due to having a visible thermostat that can be accessed by staff. We hope a simple cover will eliminate this issue and ensure a comfortable constant temperature.

#### CO2 EMISSIONS\* (tonnes)



Turnover (£000's) 2008/09 103,140 2009/10 106,006 2010/11 104,000 2011/12 101,000 2012/13 107,000

CO<sub>2</sub> emissions v Turnover (KWh/£000) 2008/09 6.7 2009/10 4.8 2010/11 5.3 2011/12 4.3 2012/13 5.2

#### Key ■ Electricity ■ Gas ■ Gas/Electricity combined ● ● CO<sub>2</sub> emissions v Turnover (KWh/£000)

The extreme weather conditions have also played a part in our increased spend. Whilst this is completely out of our control, we will continue to look at ways for us to manage our internal environment, regardless of what is happening outside.

One area where this has affected us is our high bay warehouse - a significant area that is no longer used to its full capacity since we outsourced our warehouse in 2010/2011. Throughout the winter, the heating has had to remain on at a low temperature in order that the pipes do not freeze and the sprinkler system, which continues to service the whole site, remains in use.

### CALL CENTRE LIGHTING

The new energy efficient lighting at our call centres has impressive eco-credentials. Not only does it offer a flexible and adjustable light design, it has an increased degree of transmission, a light output ratio of over 80% and an IP40 rating.

#### ENVIRONMENT

#### WASTE TO LANDFILL (tonnes)



## Zero waste to landfill

In 2012/13 we maintained our 100% diversion from landfill target – our third year of achieving this objective.

Without exception, all of our office generated waste is sent for processing. This includes recycling materials such as paper, cardboard, glass, metal, wood, plastic and WEEE. Our non-recyclable waste is converted into RDF (refuse derived fuel).

We take great pride in choosing partners who we believe can help us fulfil this target – which has meant that we engaged a new waste contractor to commence FY13/14. Our new contractor will be able to provide us with far more accurate data so that we can monitor materials, weights and measures to enable us to analyse and record the results more efficiently.

## PAPER USE (SHEETS)



2008/09 9 2009/10 5 2010/11 5 2011/12 6 2012/13 6

Part of our 100% diversion from landfill target relies on waste prevention – over the last five years we have reduced our paper usage by 32%.

## CO<sub>2</sub> from distribution

Brother UK's distribution was outsourced in 2010/11, although we continue to work closely with our distribution partners to ensure they work towards our environmental goals in a sustainable way.

It is reassuring to see the downward trend in emissions per box of Brother products continues; this year it reduced by almost 4% per box. However, due to the fact that we have sold more individual units during this period, our overall CO<sub>2</sub> emissions from distribution have increased by 7%.

### **TARGETS FOR 2013/14:**

- UNDERTAKE INTERNAL WASTE AUDITS AND IMPLEMENT IMPROVED REPORTING MECHANISMS.
- LOOK AT WAYS TO REDUCE WASTE BY 5%.
- INVESTIGATE CAUSE OF ENERGY INCREASE DURING 2011/2012 AND INSTALL MEASURES TO REGULATE.
- IMPROVE SEGREGATION OF WASTE.



# Community



"Supporting the communities in which we live and work remains important to us. Our employee led community programme allows us to support local organisations and we are immensely proud of the fundraising achievements of our team."

#### **DEBBIE GRIMSHAW**

EXECUTIVE ASSISTANT TO THE MANAGING DIRECTOR

#### COMMUNITY

It is a core part of our Global Charter to support the communities where the Brother Group operates. As an international company, our community support is far reaching.

The hurricane that hit the East coast of America in November 2012 had devastating consequences for those in its path. As a global company, we donated \$200,000 to the disaster relief programme, which we hope went some way to helping those who were affected.

Much closer to home was the shocking incident in which two police officers -PC Nicola Hughes and PC Fiona Bone were shot and killed, very close to our offices in Tameside. In response, we supported a Sahara Trek that was undertaken by PC John Ezard, which raised over £9,300 for the Northwest Benevolent Fund.

# At our chosen charities side

Brother UK has been working closely with The Convoy of Happiness – a Tameside based charity run by a small group of volunteers and trustees who raise funds to provide days out for children with serious and life-threatening illnesses, giving them experiences that many people take for granted.

We raised funds as part of our Christmas eCard – making a donation for each person that received the card. However, we felt that we could help the charity in many other ways, and have started working with them to help with their administration and office systems. This has included redesigning and overseeing their website, initiating a social media campaign, helping them to negotiate with suppliers, assisting with their accounts, supporting them at events and much more. This has meant that our employees have got involved during both work and personal time and is a great example of just how effective team-work can really be.



## Tameside Animal Shelter

Tameside Animal Shelter relies entirely on the generosity of individuals to help them keep their doors open to the thousands of animals that need their help every year. Brother UK organised a collection of food and supplies over a 2 week period in February. This was hugely successful and, as a result, we have now installed a permanent collection area for donations.

## Mission Christmas

We supported Key 103's Mission Christmas campaign and collected 60 new unwrapped Christmas gifts. These were donated to children in the Manchester area who otherwise would not have received a present at Christmas time.





## **Brother's fundraisers in action**

## The Meningitis Trust



In March we held a 'Ducks and Bunnies' charity day to raise funds for The Meningitis Trust in memory of Alex Williams. We organised a series of events based on, or around, a ducks and bunnies theme – from a baking competition to a fancy

dress contest and team challenges. The day was a great success and we were delighted to present Alex's mum with a cheque for £1,000 for the charity.



Alex Williams was an exceptional young man who touched the lives of people across Tameside and the wider community. Alex inspired everyone with his courage – and his motto 'Believe and Achieve' won him the admiration and respect of many.

## Pride of Tameside

We continue to take pride in the achievements of our local community. For the third consecutive year we were a sponsor of the Pride of Tameside Business Awards which recognises the successes of businesses in our area. The black-tie awards dinner, held at Dukinfield Town Hall in May, also raised £3,650 for local charity Reuben's Retreat.

## Nurturing Future Talent

Tameside students from Astley Sports College in Dukinfield had a chance to show off their entrepreneurial skills at an innovative business education workshop led by the Halle and sponsored by Brother UK. **Halle Impresarios** was a business studies and maths project for a

#### COMMUNITY



Students on the Halle Impresarios programme, with Phil Jones.

group of 40, year 11 pupils, which saw them act as concert promoters including developing a full business plan, budget and presentation. A representative from Brother UK was on the judging panel giving students a real taste of business life.

#### The Tameside Enterprise Programme

(Youth) allows young people to learn about enterprise and becoming an entrepreneur. It offers an alternative to looking for a summer job and gives young people the opportunity to create their own jobs with assistance from trained mentors and facilitators. Brother UK has continued to support this great initiative for a second year as we believe it's really important to nurture the local entrepreneurs of the future.

Phil Jones was amongst the team of judges at the **SKILL! Workshop**, which helped students develop and refine their communication and presentation skills by pitching creative, enterprising ideas, much like the television programme Dragon's Den. The aim of the day was to help students enhance their employability skills.

Brother UK also partnered with City in the Community, Manchester City's football in the community scheme, to run a design competition for teenagers across the Greater Manchester area. The competition, won by talented pupils from Manchester Academy, required students to design a poster to showcase their proposed improvements in customer service and fan experience at MCFC. Their prize, a state-of-the-art A3 Brother printer for their school, is already being used for various projects.

### Manchester Arts

Our support of the Manchester Arts scene is ongoing. This year we sponsored a local artist who designed and built a recycled garden that was displayed in The Lowry Centre. The garden showcased how everyday items can be used to create a visually appealing masterpiece.



The Brother sponsored recycled garden, The Lowry Centre.

### **TARGETS FOR 2013/14:**

- MAINTAIN FOCUS ON YOUTH ORGANISATIONS THROUGH PARTNERING WITH A LOCAL SCHOOL.
- NURTURE ACADEMIC AND ENTREPRENEURIAL SKILLS, SHARE BEST PRACTICE AND HELP STUDENTS BECOME 'BUSINESS READY' WHEN LEAVING SCHOOL.
- CONTINUE TO SUPPORT THE LOCAL BUSINESS COMMUNITY THROUGH ACTIVITIES SUCH AS THE PRIDE OF TAMESIDE BUSINESS AWARDS.



# Associates



"We are proud of the culture we have created at Brother UK and our committed team is one of our best assets. All our employees are focused on ensuring Brother UK is not only a great place to work but a valued corporate citizen."

#### LINDA WILLOWS

HEAD OF LEGAL AND BUSINESS MANAGEMENT

#### ASSOCIATES

We firmly believe that by providing a safe and healthy working environment, along with extensive opportunities for self development, we enable our employees to reach both their personal and professional goals in the workplace.

Our charity policy allows us to concentrate our fundraising efforts on the charities and organisations that our staff are directly involved with. Our employees are actively encouraged to nominate charities, who benefit from our regular charity days. A great example of this is our matched funding scheme. Any member of staff who participates in a sponsored event for their chosen charity will receive matched funding from Brother UK. We are exceptionally proud of our staff who actively fundraise for many charities both locally and nationally, together we have raised thousands of pounds for worthy causes over the vears.

## Employee Opinion Survey

Our biennial employee opinion survey was undertaken at the end of 2012 and we had an overwhelmingly positive response – with an unprecedented return rate of 89%. This has really allowed us to gather in depth feedback from all functions within the company on the areas of processes, initiatives and general working life. We then use the results as the focus for our action plans as appropriate.

During 2012/13, Brother UK and its staff have helped dozens of local charities. These range from local organisations such as Age UK Tameside and Poplar Street Primary School to the more nationally focused Movember and Help for Heroes.

## AVERAGE LENGTH OF SERVICE: 12.9 YEARS

On the whole, our staff are really pleased with the working environment, and specifically with the new grading structure, the importance we place on their overall health and wellbeing, and how well we keep them informed, particularly through the use of team briefs and blogs.

The survey also highlighted some areas that we need to address. namely IT and equipment, training and development and how well we recognise and value individual efforts that contribute to the company. In a business where the average length of service for employees is 12.9 years, this means that opportunities for development in terms of career progression are not as frequent as they would be in a business with a higher staff turnover. We will start to address this through our training programme, which supports the new grading structure. We will also review the capability of our current IT infrastructure to decide if it remains fit for purpose.

The next Employee Opinion Survey is planned October 2014.

## AVERAGE NUMBER 3

(NATIONAL AVERAGE 4.5)

#### **ASSOCIATES**



Associates enjoying Wellbeing Week activities.

# Health, safety and wellbeing

We continue to invest in the health, safety and wellbeing of our employees, and this year we hosted a 'Wellbeing Week' – a series of events, classes, activities and talks focusing on promoting a healthy work/life balance.

We offered employees the opportunity to check their weight, BMI, blood pressure, posture etc and expert nutritionists offered advice on diet by providing healthy eating demonstrations. Representatives from the NHS gave advice on smoking cessation and cancer awareness. The Blood Donor Association came in to offer advice on how we could help others through blood donation.

For the more active amongst us, we offered zumba and sh'bam dance workout classes, boxing challenges, metafit (30 minute metabolic workout), gym classes and biking challenges. The Wildlife Trust and Tameside Countryside also shared with us slightly more sedate ways of keeping fit!

It is well recognised that people who eat healthily are generally happier people and work more effectively. We have partnered with Baxter Storey who provide healthy, nutritional lunches for our staff members in our staff restaurant. Find out more about BaxterStorey in our Business Partners section on page 25.

## Associates of the future

We continue to place immense importance in nurturing our future generations of business talent.

This year, we offered a placement to Harry Ingram, a Lancaster University degree student. He worked with Brother UK over a 4 month period to undertake a comprehensive study of our CR strategy and to review our position within the Business in the Community (BITC) rankings. We found Harry's contribution invaluable and wish him every success in his future career.

We also spent some time with a Masters student from the University of Manchester assisting with the data collection for her dissertation on reverse logistics. This included an invitation to spend two days at our recycling facility in Ruabon to experience first hand how the process works.

Our commitment to support young people starts during High School through offering work experience to the children of our staff. During 2012/13, we accommodated several High School

#### ASSOCIATES

placements, as well as day visits, which allowed us to give young people insights into the corporate workplace.

### Brother's award winner



We were exceptionally proud when Brother UK's own Hayley Austin was awarded

the Adult Learner Award at Tameside College.

Hayley was nominated for the award by her tutor, who was really impressed with her attitude to learning and determination to succeed in very difficult personal circumstances.

Just 6 months into Hayley's NVQ Management course, Hayley found out that her mum had been diagnosed with cancer. This led to Hayley becoming her mum's carer and therefore taking time off work and suspending her studies in order to look after her. Sadly, Hayley's mum passed away during this time.

Upon returning to work, Hayley decided to continue with her studies and worked extra hard to complete her qualification in January 2012. Following this, Hayley has gone on to enrol on the next level Management qualification, which has demonstrated to everyone that determination and a strong will can help you achieve your goals.

There wasn't a dry eye in the house when Hayley was presented with her award from her tutor and the Civic Mayor of Tameside.

#### PERCENTAGE OF STAFF UNDERTAKING ADDITIONAL TRAINING & QUALIFICATIONS :

**38**%

# Supporting local enterprise

As a long-term resident and large employer in Tameside, we strongly value our relationship with the local community. By continuing to work with other local businesses, the council and educational establishments, we hope to continue to boost the local economy and create opportunities for the people of Tameside.

Brother UK has joined other local businesses to establish the Tameside Enterprise Board, which offers support to the local business community. The board consists of business leaders, council officials and college principles and includes Jayne Broddle, Brother UK's Corporate Responsibility Manager.

The group work to secure funding for development in the area, as well as offering a mentoring service for businesses in Tameside. It assists both established and start up entrepreneurs, offering advice and sharing sector specific experience through face to face workshops and informative resources.

## EMPLOYEE TURNOVER: 4 1 % (NATIONAL AVERAGE 4.5)

## TARGETS FOR 2013/14:

- CONTINUE TO SUPPORT STAFF WITH THE EXCELLENT CHARITY ACTIVITIES THEY UNDERTAKE.
- SUPPORT LOCAL ENTERPRISES IN THEIR CHARITABLE EFFORTS.



# Customers



"Effectively managing our customers expectations and delivering over and above them is core to Brother's business. 93% of our customers feel we do this effectively and this is supported by several industry accolades for our excellent customer service and well supported partner network."

#### **ANDREW FORSYTH**

SENIOR GENERAL MANAGER, SALES AND MARKETING

#### CUSTOMERS

Our 'at your side' motto runs through the veins of our business and impacts everything we do. Not only do we have a range of product solutions to meet the ever changing requirements of a technology driven marketplace, but we also have the commitment and expertise to help our customers in the constant search for improved efficiency and productivity. We are geared towards meeting all of these challenges and more. We work closely with our customers to establish long-term business partnerships.

## Customer service

Our customer survey showed we met or exceeded 93% of our customers expectations. Each of the individual areas of the service team; engineer visits, the repairs centre and the helpdesk, all achieved over 90% satisfaction rates.

We always welcome feedback from our customers, and have been pleased to receive letters congratulating us on our excellent after sales service, proactive customer service team and quick repair times.

It is pleasing to see that our commitment to our customers has been recognised throughout the industry and we have won several awards this year praising our customer focused operations.

Customers who said we met or exceeded their expectations	Target	Achieved
Engineer visits	90%	96%
Service centre	90%	92%
Helpdesk	90%	91%
Overall	90%	93%

## Industry support

We have chosen the EEIBA (Electrical and Electronics Industries Benevolent Association) to receive a percentage of the proceeds from the sales of our electronic labelling systems. This is part of our continued commitment to support the electrical industry.

The EEIBA is a charity assisting those within the industry during times of need. The link with Brother UK will enable them to raise awareness of the work they carry out within the industry so that electrical wholesalers and contractors know where to turn to when they need help.

## Our positive impact



In 2011, we achieved the Queens Award for Enterprise: Sustainable Development. This recognises businesses across the UK that make

a positive impact on the environment, society and the wider economy through the products and services they sell and the way they run their business. Brother UK will hold this award until 2016 in recognition of our work with local communities, charities, businesses and employees.

## Awards

Brother UK has continued to be recognised for our excellence in the field and have won several high profile awards throughout 2012/13 including:

- Manufacturer of the Year with Integra awarded for our excellent customer service and continued commitment to our partner network.
- An impressive tally of eight awards at the prestigious International Forum Product Design Awards for our innovative technology designs.
- Specialist Vendor of the Year at the CRN Awards recognising the success of our integrated channel programme 'Brother Network'.
- Best Buy from Which? Magazine praising our A3 all-in-one inkjet printer for its quality photo printing and scanning speed.
- Two awards from Buyers Lab Pick of the Year in recognition of outstanding achievements in innovation and quality for our document scanners and multi-function printers.
- Best Peripherals Vendor in the PCR Awards highlighting our innovation, commercial success and support of the IT industry.
- Two awards from European Office Products Awards for New Product Innovation of our multi-function printers and Marketing Initiative of the Year for our Route 66 campaign.



## New products

This year has seen the launch of several new and exciting products to complement the existing Brother range. These include:

#### Scanners



November saw us expand our document scanner range. The new machine builds on previous technology by adding integrated wired and wireless

network, touch screen LCD and cloud features. With a competitive price point, our new scanners are designed to assist with document management and allows scanning direct to cloud services such as Dropbox and Google docs making these ideal scanners for the small to medium business market.

Our mobile document scanners allow you to enhance your productivity whilst on the move and have easy to use 'one touch' single or double sided colour scanning. The scanners are powered by USB for complete portability, scanned documents can also be saved to be referenced in the future and shared with team members. There is also an invaluable scan and store business card features, which is particularly useful for satellite sales teams.

#### **Mobile Printing**



The Pocketjet is a mobile A4 printer that is extremely small and lightweight and

uses direct thermal technology to print – meaning no inks or toners so the only consumable is the paper. The Pocketjet is ideal for those on the move such as field service engineers and even the emergency services.

## Toner and inkjet recycling

#### **Consumable Recycling**



Brother UK's consumable recycling programme is industry leading and allows customers to receive a rebate for recycling Brother,

and other cartridges.

Cooreanth Our partnership with Cool Earth protects one tree in the Amazon rainforest for every four toners or eight inkjet cartridges our customers recycle. This means to date we have protected around 750,000 trees. In 2012 we continued to recycle over 1 million toners and cartridges and protected over 272,000 trees.

#### **Toner recycling**



#### Inkjet recycling



# Omnijoin – Better collaboration!

Today, web conferencing solutions are a critical cost reduction tool for businesses as they see greater expansion of remote workers, more complex projects, the need for faster decision making and using technology to improve the work-life balance.

The power of Omnijoin's collaboration technology, flexibility and security combines with its simple, easy to use setup to bring an organisation, its people, its experts and its customers together to share information



whenever, wherever and however they choose.

Here at Brother UK, we are so convinced of Omnijoin's capabilities and cost saving benefits that we have deployed it in our own sales team with great results.

## **TARGETS FOR 2013/14:**

- CONTINUE TO PROMOTE OUR INDUSTRY LEADING CONSUMABLE RECYCLING PROGRAMME.
- RESEARCH OPPORTUNITIES FOR CR FOCUSED AWARDS.



# Business Partners



"We want all of our stakeholders to consistently enjoy the best possible experience when they deal with Brother UK. We therefore have ensured our partner network comprises of organisations that share the same values and ethos as Brother."

MAGGIE ROBINSON FACILITIES MANAGER

#### **BUSINESS PARTNERS**

We like to ensure that the partners we choose to purchase from and who we work with on our social engagement, share our ethos. Because of this we employ stringent selection techniques when engaging with new partners to sell our products and to assist us in engaging with the community. Through this, the companies we work with have the opportunity to add value to our supply chain with their environmental and sustainability initiatives.

## Brother network

We understand that business is constantly evolving and incredibly competitive. That's why we like to give our channel members the edge and support them in meeting challenges head on. With its informative content and handy guides, the Brother Network is a website dedicated to helping our channel maximise their sales potential.

The website includes eLearning packages to help partners understand more about printers and consumables. It includes a full library of information including product literature; marketing collateral that can be fully edited and branded; an online message centre and loyalty rewards scheme.

September 2012 saw the introduction of our monthly channel update eNewsletter which is used to communicate topics such as news. product developments, market intelligence and latest offers.

To get 2013 off to a magic start, we launched the Brother Box of Magic a suite of tools, tactics and promotions to give our channel partners all the support they need to help them sell Brother products.

## Partnering with Manchester



Forever Manchester is the community foundation for Greater Manchester supporting local people who are trying to make positive changes in their lives.

We are loyal supporters of the 'Manchester Million Club', whose aim is to raise over £1million per year to support the vital work of grassroots projects at the heart of the Manchester community. Brother UK were the first organisation to reaffirm their commitment to the Manchester Million Club this year, and are looking forward to continuing to support Forever Manchester.

#### **Tameside4Good**

Tameside4Good is an initiative from Community and Voluntary Action Tameside that makes it easier for businesses and people to help local good causes through the giving of time, skills, money and resources. We will continue to support Thameside4Good and wish them every success in our local community.



## Responsible suppliers

We have continued to partner with BaxterStorey, the UK's largest independent contract caterer who manage our staff restaurant. BaxterStorey have impressive sustainability credentials, becoming the first company in the world to receive a UKAS accredited Environmental Management System and the first contract catering company to receive the ISO 14001 accreditation.

Providing healthy eating options to our team is important to us, and BaxterStorey were involved in our 'Wellbeing Week', sharing healthy recipes with our staff, e.g the 200 calorie chocolate brownie.

## **TARGETS FOR 2013/14:**

- CONTINUE THE SUPPORT OF OUR CHANNEL PARTNERS, SHARE BEST PRACTICE AND ENSURE SELLING BROTHER PRODUCTS IS MADE EASY.
- SEEK OUT, SUPPORT AND WORK WITH LIKE MINDED BUSINESS PARTNERS SUCH AS BAXTERSTOREY.
- CONTINUE TO SUPPORT THE WORK OF FOREVER MANCHESTER AND TAMESIDE FOR GOOD.

#### RECYCLING

# What happens at Ruabon





The Brother Group's factory at Ruabon, Wales manufactures Brother cartridges as well as being home to our UK recycling facility. In 2012/13, Ruabon processed more than 300,000 toner cartridges, of which components were taken from approximately 290,000 recycled toner cartridges. When spent, toner cartridges arrive at Ruabon for recycling:

- Cartridges are sorted by model, colour, damaged, non-original and non-Brother cartridges
- Good cartridges are then emptied of the toner powder and sent to the clean room
- The cartridges are then stripped down on the recycle line, where any durable components are recovered
- The recovered durable components are then sent down the production line together with new components, to be built up into new Brother cartridges.



We can provide full traceability of all Brother consumables recycled within our scheme, giving us a closed loop process.

Plastic material from scrapped cartridges is separated, reprocessed and remoulded to use in the manufacture of new cartridges. Other components such as gears and bearings are separated and generally reused within production.

100% of every Brother toner cartridge returned through our consumable recycling programme is either reused or recycled with nothing going to landfill.

In 2012/13, we recycled over 1,000,000 toner cartridges through our recycling facilities in Ruabon, Wales and European recycling facility in Slovakia.

See page 22 for more details on our toner and inkjet recycling scheme.

# **KEY OBJECTIVES**

## 2013/14

- REVIEW AND REPORT ON WASTE. IMPROVING SEGREGATION AND **REDUCING BY 5%**
- CONTINUE TO SUPPORT YOUTH ORGANISATIONS AND THE LOCAL BUSINESS COMMUNITY
- SUPPORT LOCAL ENTERPRISES AND STAFF WITH CHARITY SUPPORT EFFORTS
- CONTINUE WITH INDUSTRY LEADING CONSUMABLE RECYCLING PROGRAMME AND RESEARCH CR SPECIFIC AWARDS
- SEEK OUT. SUPPORT AND WORK WITH LIKE MINDED LOCAL **ORGANISATIONS. BUSINESS** PARTNERS AND CHANNEL PARTNERS

## 2012/13

#### ENVIRONMENT

Reduce waste generated by 5% by 2013. The waste figures provided by our supplier during this period have not been reliable, so we can not be sure that we met this target. We have since engaged with a new

supplier who will be able to provide us with accurate details. Maintain 100% diversion from landfill.

Achieved - We once again diverted all our waste from landfill. See page 10 for more details.

#### Reduce energy use by 5% by 2013.

Unfortunately we did not achieve this target this year, but continue to make improvements to make this target achievable.

#### COMMUNITY

Continue to support the arts in Manchester. Achieved - We continue to support local artists and the Manchester arts scene. See page 14 for more details.

#### Engage our employees in our community support initiatives.

Achieved – This year our employees have supported over 20 chosen charities. See pages 12/13 for more details.

#### **Continue to support local** entrepreneurship and local businesses in Tameside, Achieved -

We remain a sponsor of the Pride of Tameside

Business Awards and continue to recognise and support entrepreneurial talent. See page 18 for more details

#### Continue to support business

education. Achieved - nurturing future talent remains important to us and we have been involved in several youth projects. See page 17 for more details

#### ASSOCIATES

**Encourage health and wellbeing** amongst our employees. Achieved - Our wellbeing week was a great success and has encouraged many employees to become more health conscious. See page 17 for more details.

**Conduct our biennial employee opinion** survey in October 2012. Achieved - This year, 89% of our employees responded to our survey and the results were overwhelmingly positive. See page 16 for more details.

#### CUSTOMERS

Achieve Gold in the Business In the **Community Corporate Responsibility** Index by 2015. Ongoing - We continue to work towards the standards set by BiTC and have invested time and resources implementing these standards. See page 16 for more details.

#### Protect an additional 250,000 trees through our consumable recycling eco-rewards scheme, Achieved-

1,082,166 toners and 14,969 ink cartridges were recycled protecting 272,413 trees. See page 22 for more details.

#### **BUSINESS PARTNERS**

**Continue to support local businesses** to become more successful, responsible and sustainable.

Achieved - we continue to support local business and use local suppliers wherever possible. See page 24 for more details.

#### Continue to work closely and build long standing relationships with our business partners. Achieved - our

partners are an extension of the Brother family of companies and we continue to work closely with like-minded businesses to achieve mutually beneficial goals. See page 24 for more details.

Improve the support we provide to our resellers to enable them to help their, and our, customers. Achieved - the Brother Network exists to support our reseller channel and won the CRN 'Specialist Vendor of the Year' award. See page 24 for more details.



This report focuses on activities at Brother UK Ltd between 1st April 2012 and 31st March 2013.

We welcome any feedback at csr@brother-uk.com. Further information can be found at www.brother.co.uk or by calling our Manchester office on 08444 999 444. Information about the global Brother organisation can be found at www.brother.com.

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