



This report focuses on the corporate responsibility activities at Brother UK Ltd between 1st April 2018 and 31st March 2019.

This is Brother UK's 10th annual Community Engagement Report which focuses on the activities between 1st April 2018 and 31st March 2019. The purpose of the report is to provide our customers and other stakeholders with an update on our social and environmental activities, progress, performance and goals. We have not sought external assurance.

We welcome any feedback at CSR@brother-uk.com

Further information can be found at www.brother.co.uk/sustainability or by calling our Manchester office on 0161 330 6531.

Information about the global Brother Group can be found at

www.brother.com

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2018-19 Community engagement report

Welcome



I'm delighted to report further progress in this years report as we continue to put community engagement high on our business agenda.

We're at the side of three core communities – our colleagues, our customers and partners. Doing good by them leads to good business practice. While we see operating in this way as the right thing to do, it is also integral to our ability to continue to thrive financially.

In this report, we outline what doing good business looks like, how it helps us to achieve our financial goals and contributes to our long term business sustainability.

Last year, as a result of our activities, we secured a Queen's Award for Enterprise for sustainable development – the highest accolade for responsible business in the UK – for the second time. We retained our coveted Investors in People Platinum status, placing us in just a handful of high-achieving businesses nationally who invest in learning and development as part of their growth strategy. Growing people means a growing business in my experience.

It takes not just a determined effort to secure these awards but to have responsible business embedded within your DNA, something I'm proud to say has been the case long before corporate purpose became mainstream.

Take our school and college engagement programme. We're working at the heart of schools and colleges just a few miles from our HQ, where we have tapped into a pool of high-quality education leavers. It has taken time, energy and effort to yield rewards but now it's a cornerstone of how we bring young people into our business via apprenticeships. I'm so proud to see them thrive and grow in our workplace culture whilst also bringing fresh ideas, energy and enthusiasm which benefits us greatly.

There are commercial benefits to responsible business practice too, especially since environmental, social and governance capabilities have become a key factor in both consumer and business purchase decision making. Buyers want more transparency around supply chains and ethical practices, built around good governance and a strong reputation, with good reason - to protect our planet.

Our future focus is on maintaining a high level of performance across the five dimensions of responsible business practice covered in this report. That itself demands a big commitment from all of our people, every single day, in every action.

But we still think we can do more. We scan the business press regularly for every additional inch of progress we can capture for best practice. We are already considered to be very good at what we do and how we do it, yet we have a relentless appetite to improve further.

We marked 50 years of trading in 2018 in the community of Tameside, Greater Manchester which is a significant milestone for any business. With the right people, right credentials and run the right way, we'll stay a sustainable enterprise for the next 50 years.

Phil Jones MBE,
managing director,
Brother UK

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The road ahead



Half a century is a long time to be in business, and we have stayed competitive throughout that period by constantly having a plan for change and improvement.

We are currently in the process of delivering our Global Vision for the 21st century (GV21), the mid-to-long-term grand plan for the Brother Group, originally adopted in 2003. This vision is now in its sixth three-year phase, CS B2021, which runs from 2019 to 2021.

It sets out three overarching long-term goals for the business:

- 1. To become a leading global company with high profitability**
- 2. To become a world-class manufacturer by developing outstanding proprietary technologies**
- 3. To embody our motto, 'At your side', right across our business and beyond**

We understand that our continued sustainability as a business, and the happiness of all our people, depends on a connected ecosystem that goes far beyond the company itself. It includes our customers, our partner organisations, our local and global community, and the environment as a whole.

As a global business, we are aligned with the 17 United Nations sustainable development goals, a blueprint to achieve a better and more sustainable future for all. Among the important targets they set out are several commitments that are very close to our heart as a business. These include fostering good health and wellbeing, giving people quality education, gender equality, and responsible production and consumption.

This true commitment to sustainability runs right through our corporate culture, and informs everything we do as a business, as is reflected in the Brother Global Charter. There are three principles that underpin how everyone at Brother is encouraged to behave every day:

Brother Group Global Charter



- **Trust and respect**
- **Ethics and morality**
- **Challenging spirit and speed**

These are our fundamental guiding values, and the foundation of our Global Charter, as shown in the diagram opposite.

These are the values that help us fulfil our overriding organisational purpose, to help people and businesses be more successful, more quickly.

Our cultural building blocks set out the way we operate, right across our business, in the following five key areas:

Sustainability

If we don't commit to making a positive difference in everything we do, we can't achieve true sustainability – and that's why it is a fundamental part of our corporate strategy, guiding each decision we make.

We also understand that long-term sustainability demands adaptability. As the challenges we face change, so must we.

Attitude and execution

Being adaptable requires us to always be willing to adopt new ideas and take on new challenges. Alacrity is a good word to sum this up – it means not only being ready for whatever lies ahead, but also being happy and excited about the prospect.

Leadership

This ability to adapt to change runs right through the business in our leadership style, which promotes enthusiasm for growth and a high-energy way of working.

Across Brother, you will find teams comprising of colleagues from across different teams and disciplines working kinetically to deliver the best possible outcomes on every project. A willingness to take initiative, come up with new ideas and pursue self-development is celebrated in all of our people.

Culture

This attitude and leadership approach is supported by our culture of continuous personal development, not shying away from challenges and being compassionate towards one another in order to understand their needs and help them keep growing.

Behaviours

In terms of the day to day, the way everyone at Brother behaves is guided by our company values of Personal Responsibility in Delivering Excellence (PRIDE), Together Everyone Achieves More (TEAM) and the Brother brand promise, 'At your side', the foundation of our whole ethos.

We hope that, as you read though this report, you will see how we are putting these principles into action right across our business, every day.

"Brother UK cultural building blocks"



Working responsibly

It's easy to put in place an ambitious set of goals, the hard part comes in living them every day. This report stands as evidence that we as a business are living up to the high standards we set ourselves.

When it comes to adaptability to achieve sustainability, you need look no further than all the innovative work we have been doing with customers over the past 12 months. For example, we've rolled out our managed print services (MPS) to a broader base of clients, freeing up their employees' time to focus more on business-critical tasks and less on managing printers. We've also launched a string of new products that will deliver improved performance to our customers – you can see the detail in the 'our customers' section.

We have also adapted to make our business, and those of our customers, more environmentally friendly. You can see this in the investment we have made to ensure as little waste as possible goes to landfill thanks to our free consumables recycling scheme, as well as the many other green initiatives we've implemented this year across the business.



There's countless examples of our people demonstrating alacrity in their approach – that eager readiness to take on a new challenge. One shining example is Gemma Stinton. After working with us for 13 years, Gemma decided she wanted to take on a new role and, in the three years since, has been promoted to business manager, handling some of our biggest accounts. She is a shining example of our ethos of recognising and rewarding ambition – read her story in the 'our people' section on page 13.

Our growth mindset and kinetic approach is also clear to see in many places in this report. For example, the many ways in which we work with our channel partners to grow their sales, the development of our people, or the role our team plays within the wider Brother Group.

The non-hierarchical approach to leadership is reflected in the way we upskill our apprentices. This is evident in the story of one of our newest apprentices, Lewis Johnstone. Still in his teens, Lewis has proven highly capable and is already providing client-facing support, testament to our belief in making opportunities available to everyone, regardless of where they are in their career.

Our culture of continuing professional development (CPD) and always confronting a challenge is demonstrated by the fact that we are one of the first businesses in the UK to be awarded Investors in People Platinum (IiP) status – an accolade held by just one per cent of all IiP accredited organisations – for the second time.

We understand that without our people, we are nothing – so protecting their wellbeing in all respects is paramount. Our commitment to compassionate management runs through the business, but the many initiatives we have implemented to promote the mental health of our people and others in the community are something we're particularly proud of.

In a year full of highlights, one that stands out was the visit by the Japanese ambassador to the UK to our Manchester headquarters. This noteworthy honour by such a high-ranking official demonstrates our significance as a global business in the UK and represents the two countries coming together to deliver strong sustainability.

Taken together, all these things underline that above all, for our people, for our customers, for our partners and for the wider community, we are truly **'At your side'**.

“Our fundamental purpose is to make the people and businesses we work with more successful, more quickly, which, in turn, has made our own business sustainable and adaptable over five decades.

I'm so proud to be leading this company at this most significant time, and for it to be recognised with this most prestigious award for the second time within our 50th anniversary year.”

**Phil Jones,
managing director,
Brother UK**



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The Queen's Award for Enterprise: Sustainable Development

In 2018, we were honoured to receive the Queen's Award for Enterprise in recognition of our outstanding achievements in sustainable development.

The scheme is the highest accolade in the UK for business excellence, and the sustainable development category highlights commercially successful products, services and management that benefit the environment, society and the economy.

This is the second time we've won, having previously been selected back in 2011, seeing us join an elite group of multiple Queen's Award winners.

We are one of just 238 companies across the UK to win a Queen's Award for Enterprise, and one of only eight in the category for sustainable development.

The win recognises not only the way we work today but also the great effort it has taken to keep the business competitive in a quickly changing market over a period of many years, as well as our long-term approach to planning for the future.

Winning this award in our 50th anniversary year is hugely significant, and it is testament to our business ability to adapt to new challenges year in, year out.

A moment to celebrate

Marking the occasion, we welcomed Warren Smith, Her Majesty's Lord Lieutenant of Greater Manchester and Councillor Denise Ward, the Civic Mayor of Tameside, to our Brother UK headquarters for a presentation ceremony.

Also there to celebrate on the day was a group of former colleagues who, between them, gave 725 years to the business. It was fantastic to be able to recognise and thank them for their contributions, which have all helped Brother get to where it is today.



725
years of experience



Our people

The highlights

15

new people joined
Brother UK this year

183

employees across
Brother UK

3

new apprentices
joined us this year

1,168

hours dedicated to learning
and development

47%

of senior management
positions are held by women

£88,994

invested in employee training

Our people

Developing our people



Everything we have achieved is thanks to the hard work and dedication of our people. That's why we are committed to doing everything we can to invest in their continued growth.

We believe our learning and development programme is one of the best, with professional development integral to every role at Brother. The programme primarily focuses on digital skills, leadership development and sales training, but also builds in a host of 'softer' interpersonal skills.

Learning and development has its own dedicated digital platform, the Employee Engagement Toolkit, which we have developed and refined over the course of several years. By formalising each employee's objectives and making access to the relevant information easy, the toolkit has seen 98% of staff complete some form of training since 2016, with over 70% undertaking development or CSR activities over and above their target hours.

Our commitment to developing our people goes hand-in-hand with an award-winning health and wellbeing programme.

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Investors in people

We're one of the first companies in the country to retain Investors in People Platinum (IiP) status, three years after we first achieved the accolade.

The accreditation means that we have been externally assessed on the approach we take to managing, developing and caring for our people and, based on a comprehensive range of criteria, have been placed ahead of 99% of companies across the UK.

The value of this award to us is far reaching, particularly in terms of our ability to attract and retain the most talented people. For prospective employees researching Brother, the status carries an enormous amount of kudos. It's a clear sign that we believe in careers rather than jobs, and the result has been a significant rise in applications from candidates with big ambitions for their working lives.

Talented people are looking for personal growth and IiP Platinum lets them know that, if they join Brother UK, there is an absolute promise that they will develop during their time with us. We've invested significantly to make sure that is the case.

It's all part of our deep belief that if you grow the individuals in a business, it will grow as a whole.

It's hard to overstate the pride we take in this achievement, but rest assured we will not stop striving for further success and the deep commitment to our people that made this possible is here for the long-term.



PRINCESS ROYAL
TRAINING AWARD
2018



INVESTORS
IN PEOPLE | Platinum
Until 2022



THE QUEEN'S AWARDS
FOR ENTERPRISE
SUSTAINABLE DEVELOPMENT
2018



aps
ASSOCIATION OF
PROFESSIONAL SALES
skill knowledge behaviour

Colleague stories



My story:
**Gemma Stinton, business manager
for Strategic Partners**

"During my career with Brother, I've come a long way in terms of professional development, but I've also developed a lot as a person as a result.

"I'm now managing the biggest partner relationships in the whole of our supply chain. This is something I wouldn't have thought I was capable of when I joined the business, but the amazing training and support I've had from my colleagues during my time here has really given me the confidence it takes.

"I joined Brother straight from college when I was 16 as an admin assistant in the health and safety team. Since then I've had quite a few different roles across the business, including with the design team and in marketing.

"I was then given an opportunity to try a role in sales. The position was very different from what I'd done before. It involved travelling round the north of England to deliver training in every retail store to ensure our products were being displayed properly and that the sales people knew how to sell them effectively.

"Looking back, I was a bit shy and reserved, but the role really forced me to leave my comfort zone.

"In the past three years, my career has expanded quickly to where I am today, and the experience I've gained working across the business has stood me in good stead.

"I've done a lot of Dale Carnegie courses as part of the learning and development programme. They are focused on improving both specific skills to enable effective selling, as well as general business practice, and have been a great help. The biggest lesson I have learned is that it's so important to be yourself. People won't relate to you if they feel you're not being authentic – sincerity is key.

"It's also not possible to put on an act day-in-day-out, and pretending to be someone you're not will eventually wear you out. The great thing about working at Brother is that individuality is really valued, and personalities really do shine."



My story:
**Lewis Johnstone, product and
solutions apprentice**

Lewis is 17 years old and an apprentice with the business, working in our Manchester headquarters. Joining the business at 16, he is our youngest ever apprentice.

He said: "I was pretty good at school and got all of my GCSEs, but never particularly enjoyed the academic side of things. I started looking into apprenticeships, and that's when I came across the vacancy at Brother.

"Growing up 20 minutes away from the Manchester headquarters, I'd heard of the business – and I'd seen the logo on the famous Manchester City shirts of course – so I was excited to have the chance to find out more. I was delighted when I got the call to say my application was successful.

"I'm now 10 months into my apprenticeship, and the opportunities and responsibilities I've been given have been great. As soon as I started, I was invited to join other members of my team attending meetings with senior colleagues and clients.

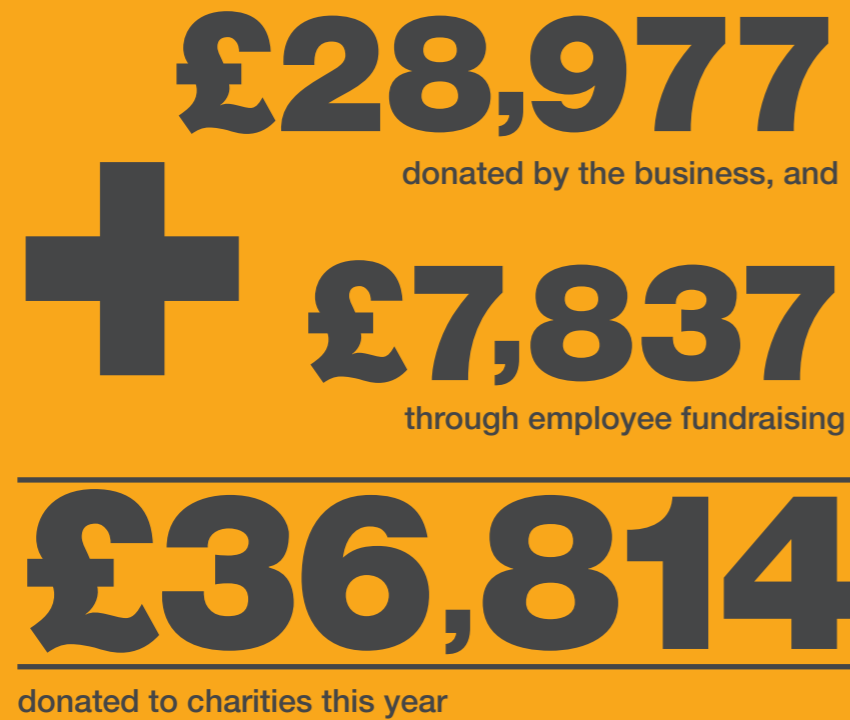
"Since then, no two days have been the same and I've been involved in everything from managing accounts and credit control to visiting customers as part of support teams and helping out with new product launches.

"The idea is that you get stuck in from the word go. You're encouraged to learn as much as possible as quickly as possible, but always with a lot of help and support from more experienced colleagues, as well as the learning and development programme.

"I've learned an incredible amount in the short time I've been here and I'm excited about what's ahead."

Our local community

The highlights



3,979
hours of our people's time to volunteering initiatives in both their work and personal time

At our community's side

Our headquarters are in Audenshaw in Tameside, east Manchester.

It's a community full of great people and places, but, like so many areas, it also faces its fair share of challenges.

Many of our colleagues live and work here, and we feel a responsibility to support the local area however we can.

It's been really rewarding to see the impact we've continued to have during 2018, and we're committed to keep giving our time and energy to support all the communities where Brother Group operates globally.

Close to our hearts

We think it's important that every year we give our colleagues the opportunity to help choose the good causes we support and there is one in particular that is very close to all our hearts.

Our colleague Cath Eddleston's daughter Erin sadly lost her life to leukaemia in 2014.

During Erin's treatment, her family were supported by Ronald McDonald House Charities, which provides accommodation for families with children in hospital.

So, we held a Christmas charity day and craft fair, our market development team ran or cycled 2,000km over Christmas to raise cash and our colleague Sarah Shenton did a sponsored sky dive which we match funded.

At the year end, we handed over more than £5,200 to the charity.

Other causes our staff have supported included the Baggy Trousers testicular cancer charity and the Bed Every Night appeal, which supports the homeless on the streets of Greater Manchester.



Fundraising for Ronald McDonald House

Practical support

We're huge fans of the work done by The Grafton Centre in Hyde, a community run health and wellbeing centre for the people of Tameside that hosts groups and classes on everything from musical theatre to yoga.

Our colleagues have volunteered 134 hours of their working week over the last year, supporting the centre by organising a summer fair and Christmas lunches as well as designing promotional posters and delivering training on how to use social media.

The Grafton's manager Gaynor Hannon said: "Our centre relies on the financial and practical support of businesses.

"We have no professional experience in things like IT and media, and limited staff, so the help we receive from Brother UK is more important now than ever and we appreciate everything it does."

Culture and community

Through our corporate fund with Forever Manchester, which offers awards of up to £2,000 to community organisations in Tameside, we have funded nine community groups and charities.

Over the past three years, the Brother UK Fund has awarded over £63,000 to support 30 local organisations that deliver a variety of important services to the community, from luncheon clubs for the over 60s to foodbank parcels and community fun days.

Last but by no means least, our managing director, Phil Jones, rode the whole 1,135km Tour of Britain course a day ahead of the professionals. This gruelling feat raised much needed funds for the Dave Rayner Fund, which supports young British cyclists looking to start out on a professional career.

In total, our people have given some 1,904 hours of time to supporting charitable programmes, with 1,404 hours of that being work time and 500 hours of colleagues' own time.

Everything we achieved in our fiscal year 2018-19, both collectively and as individuals, reflects the culture and community at Brother UK.

Big Brother Mentoring Programme



Growing skills across the community

We're one of the biggest employers in Tameside and we want the local community and economy to share in our success.

By engaging with schools, colleges and community groups, we're helping people learn new skills, build their confidence and access opportunities.

Our Big Brother Mentoring Programme supports the personal development of young people aged between 14 and 16, giving them the kind of practical skills that will enhance their long-term employability.

We partnered with seven local high schools to deliver the programme, with 31 Brother mentors working with 81 students on activities such as team building, mock interviews, revision techniques, time management and application form advice.

It's all about increasing their employment options and helping them achieve their full potential in their career.

The Prince's Trust



Providing real-world experience

We also continued to deliver our employability programme in association with The Prince's Trust, where colleagues act as mentors to young people who are not in education, employment or training. This year, a two-day event was hosted at our Manchester headquarters and included sessions on what employers are looking for and CV writing, giving students practical experience to prepare for entering the world of work.

Another highlight was Hallé Impresarios, a numeracy and business studies project hosted by Manchester's famous orchestra and concert hall which we've supported for the past three decades.

Partnering with Denton Community College, one of the institutions that forms part of our wider mentoring programme, we challenged students to produce a business plan and budget to put on a special concert, and worked with them to develop their proposal and big pitch.

It's a great scheme and one which we've supported for the past six years. We're looking forward to getting involved again this year.

HACK5



Inspiring innovation

Another productive initiative was partnering with the Tameside Employability and Skills team to deliver Tameside HACK5, an event which challenged students from local high schools and colleges to create solutions to business proposals.

With Brother celebrating its 50th year of business, we tasked 40 students with creating a technology product or solution that we could be selling in another 50 years' time.

Students had to use STEM subjects to solve the challenge which involved learning coding skills, brainstorming business ideas, building prototypes, market analysis and more.

We provided business and coding mentors and delivered inspirational talks to guide the students through the two-day event. We witnessed first-hand the boost events like these can give to young people's confidence.

The winning team from Longdendale High School in Hollingworth came up with a really interesting innovation – virtual reality contact lenses!

Expanding and improving activities

Last, but not least, a new initiative for us came when we teamed up with the Shepherds Friendly Society, one of the world's oldest financial mutuals, based in Stockport, Greater Manchester. This is part of our long-standing commitment to the IIP Champions programme.

As one of the first British businesses to achieve Investors in People Platinum accreditation, we've worked with them to introduce new systems and processes as they look to make the leap from Gold to Platinum level.

That included introducing a more flexible measurement platform, using KPIs more effectively and improving stress management training.

The Society is applying for Investors in People Platinum in 2019 and we wish them well.

You can see that 2018 has been a really busy year for our education activities right across our communities and also with our peers in business. But, we are always looking to expand and improve what we do in this area.

This is work that has the potential to change lives, so we're committed to keep on arming people with the tools they need to succeed.

“The Brother UK workshop gave me self-belief. The mentors helped me to gain more confidence and taught me how to deliver an effective interview.”

Ashleanah,
Brother mentoree



Hallé Impresarios

Supporting STEM



Promoting STEM to students

Being one of the country's largest technology companies, we see it as our responsibility to champion STEM careers. Not only are we looking to address the skills gaps in our sector, but also inspire future leaders.

As part of our STEM programme – which aims to promote careers in science, technology, engineering and mathematics – our product management team attended the Tameside Careers and Apprenticeships exhibition to promote STEM activities and our Apprenticeship Programme, interacting with more than 1,000 students from local high schools on the day.

And we're giving young people a chance to sample the world of work too, welcoming 15 students from local high schools and colleges into our headquarters for work experience placements.

It can prove invaluable in preparing them for the next step after education, giving them a taste of working life in roles such as customer support, catering, business management and digital marketing.

“It's great that we can share our experiences with new students as this gives them choices for the future.”

Katie Mellor, Brother MPS support co-ordinator

Our customers

The highlights

We worked with

8,415

channel partners

Laura Ashley

75%

reduction in toner replacement

£45,000

saving for Caravan and Motorhome Club since signing up to Brother MPS

3,564,710

products despatched with 99.992% picking accuracy

102,566

customer support enquiries

94%

resolved by phone

6%

resolved by service engineer visits



Saving costs and boosting efficiency for The Caravan and Motorhome Club

Reliability and versatility

Our managed print service is all about saving customers money and making their operations more efficient.

A great example of this is the service we have provided for The Caravan and Motorhome Club – Europe’s biggest touring community – which has saved the organisation around £45,000 in just five years.

The club, which has 350,000 membership households and 162 sites across the UK, previously had a patchwork of different legacy print and scan solutions that lacked any central oversight, and which were delivering poor quality and reliability.

We carried out a comprehensive audit of the club’s print requirements and tailored an appropriate long-term solution based on installing multifunction print and scan devices across the network.

This investment paid itself off in just three years and continues to generate savings for the organisation, while also delivering excellent print and scan quality, 99.93% uptime and – for the first time – giving managers visibility and control of print costs.

This year we launched a new line of compact mobile printers that are our most rugged yet, designed to make life easier for field workers, transport and delivery operatives, ticketing assistants, retailers and warehouse workers – anyone who needs to produce documentation on the move.

Innovating for value

At Brother, our ambition is to grow ourselves through growing others.

That means collaborating with our customers to develop the kind of innovative products and services that they need to work smarter and more efficiently.

Our ‘At your side’ philosophy means we are always listening – and we use that feedback to inform everything we do.

Ultimately, we know that if we can give our customers the tools they need to succeed, we will become valued partners and share in their success.

During the last year, that commitment has seen us launch a raft of new solutions designed to meet the needs of organisations big and small across a range of sectors, from hospitality to healthcare.

“The solution met all of our business objectives, bringing print costs under control and giving head office oversight of the network for the first time.”

Justin Bricknell,
service desk team leader,
The Caravan and Motorhome Club





Investing and improving

We have made a significant investment in our print solutions across the board, and have launched a string of new products in the past 12 months.

All of our solutions are designed to help businesses work more efficiently, productively and smarter, embodied in our new X-Series print range which launched late in 2018.

The X-Series is made up of inkjet machines built for the demands of busy commercial settings and, as such, they use less power than laser models. They also offer excellent speeds, which help increase productivity and efficiency in the work environment, as well as a cutting-edge range of security features, making them ideal for enterprise applications.

Our X-Series printers are a testament to how far inkjet technology has come in the past five years, evolving from appealing mainly to low-volume home users to more heavy-duty office use. A big part of what has made this possible is that cartridges are now able to deliver thousands of pages before replacement, making them as capable in volume as laser toners.

We've also updated our line-up for small and home-office (SOHO) users with the L3000 series of colour laser printers, which deliver quicker speed, better quality and silent printing to minimise noise disruption in smaller working environments.

Small business users will also benefit from our newly launched All in Box concept. This allows customers to choose from six of our most popular inkjet and laser printers and receive enough ink or toner for up to three years hassle-free printing at the point of purchase.

With home users in mind, we've renewed our entry-level home printer offering with three new cost-effective inkjet printers, ideal for those looking for affordable occasional printing without compromising on features.

Elsewhere, we have updated our solutions for those who need to print receipts and labels wirelessly, with the launch of our most robust and rugged label printers to date.

Our new RJ-4230B and RJ-4250WB mobile print models have a durable rubber housing, so they can withstand being dropped from more than 2.1 meters high, and they are water and dust resistant.

Adding further to our label printer line-up are the P-touch CUBE Plus, a stylish and compact USB-rechargeable unit ideal for use around the office, and the QL-1100 label printers which are aimed at the e-commerce market and built to maximise efficiency in producing compliant shipping labels for mailed goods.

Finally, for office, home office and craft users, we have launched the revolutionary Zink range of full-colour ink-free label printers, which can create stunning graphical labels without need for a cartridge or toner.

It's this drive to create practical, effective solutions that informs everything we do.



Along with the investment in our print solutions, we have also boosted our scan range. Our new ADS-1200 and ADS-1700W compact scanners came as a direct result of conversations with our SME users, particularly those in the retail sector.

These new and improved wireless scanners are designed to create more efficient ways of working, with enhanced paper handling capabilities, faster scan speeds and the option to scan directly to USB.

They help businesses work more efficiently and productively by offering high-speed scan from any location, regardless of space, and the option to scan a variety of media including plastic ID cards.



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At our customers' side

Retail is an industry in which Brother has an established presence, working with small independent traders and high street names alike, including the iconic English retailer, Laura Ashley.

When its Managed Print Service (MPS) was coming to an end in 2017, a fresh print audit made sure the service was still the best possible solution for the business.

Each of Laura Ashley's 167 stores has at least two printers, used for printing promotional materials, customer order copies, staff procedures and more. The print audit found that the existing mono printers were still fit for purpose, but growing colour print volumes meant higher-capacity printers could achieve significant cost savings and operational benefits.



Furnishing businesses with the right solutions

Each store now has a Brother HL-5470DW workgroup mono laser printer by the till for printing mono customer documents, with a Brother MFC-L8900CDW wireless colour laser printer in the back office for producing reports and point of sale materials. This new model has higher-capacity toners, which need replacing less often, meaning less downtime and increased productivity.

The new system cut print costs by 45%, with 75% fewer toner replacements and 50% fewer service calls.

We also recycle all the group's used print cartridges and for every cartridge that is recycled, Brother makes a contribution to the Cool Earth rainforest charity, which means Laura Ashley is helping to save at least 433 trees every year.

Driven to deliver

For all our customers, from international retailers to home offices, we're driven to deliver greater efficiency, productivity and mobility, as well as increased cost control, security and sustainability.

And we're constantly working on a pipeline of innovative new products and services.

We're excited about what the future holds for both Brother and our customers, and we look forward to continuing along our growth journey together.

“Each function across the business has its own risks. I use my skills as a project manager to identify and understand those risks to ensure they can be mitigated. Reporting on everything is key but making it as simple as possible for the customer is critical. It's like being the conductor of an orchestra, keeping all the moving parts in play to deliver the project on time and within budget.”

Andrea Finan,
project manager,
Brother UK

“Brother's print service lowered print costs and provided reliability.”

IT systems manager, Laura Ashley

Our partners

The highlights

7

industry awards secured by our solutions

299

news stories, features and comments placed in the media

21

professional cycling races supported

4

professional cycling teams sponsored

Working together for success

Our business is dependent on the channel resellers we work with to reach our end-users, which is why we believe in working hand-in-hand with them.

We recognise how important it is to work alongside our partners in making our solutions as attractive to buyers as possible.

Whether it's audits to scope out a company's documentation needs, implementation of a new printer fleet, an automated ink and toner delivery service (BPS) or a full managed print service (MPS), we work in partnership with our channel partners and their customers to ensure our solutions genuinely meet their challenges.

Craft campaign



Building a strong reputation in the market

When it comes to selling our solutions, we invest heavily in promoting our solutions to diverse audiences, including consumers and businesses across a range of sectors, with a very active programme of marketing, PR and social media campaigns. Here are just a few examples.

Helping to promote our label printers as the must-have accessory for office managers, we created the 'All The Little Things' marketing campaign, in which we worked with songwriter, performer and comedian Katie Mulgrew to create an all-singing-all-dancing video about the benefits of labelling.

The short film features a day in the life of a busy PA, played by Katie, as she takes us through the all-too-familiar office situations that can be made that little bit easier with the help of a good label printer.

Building long-term relationships

As part of our wider commitment to sustainable business, we believe in developing long-lasting partnerships not just with our resellers, but with our suppliers too. For example, we have worked with our travel management partner, INC. Travel Group for more than five years. In that time, they have built a very detailed understanding of our needs as a business, resulting in outstanding levels of support and a more efficient way of working together.

Samantha Bradbury, sales director at Incorporate said: "In a business like ours, which is all about delivering the best possible service, long-term relationships are key. In the years we've worked with Brother UK, we have developed a bespoke reporting model designed to meet the team's specific needs. Our dedicated account manager knows the business inside out, so that we're never taken by surprise."

Shaping the conversation

We're always looking to share best practice by contributing commentary to the media titles most read by our customers and channel partners. This year our people have been quoted in titles such as The Daily Telegraph, Management Today, Tech Radar, PC Pro, Good Housekeeping and Which? to name just a few.

We also have our own editorial platform, Brother Spark (brother.co.uk/blog), which we use to share expertise and encourage debate. Here we gather experts from across the tech world to discuss the burning issues for SMEs as well as organisations across healthcare, retail and education.

Recently, in-depth blog posts created for the site have covered topics as varied as digitisation in the NHS, the threat retailers face from cybercrime and the issue of diversity in the IT sector, among many more.



'All The Little Things'





Brother UK - Tifosi p/b on form

Championing British cycling

Elite cycle racing offers a fantastic platform for us to raise brand awareness, whilst also providing athletes with an opportunity to compete at the highest levels in the domestic race programme.

The sport is an excellent reflection of who we are as a business, our 'At your side' brand promise and our wider company culture.

Our goal is to make people and businesses more successful more quickly. We support four different elite teams, two women's and two men's which offer opportunities to a wide spectrum of elite and development riders both amateur and professional.

Looking at our sponsored teams, the level of success they have achieved has been remarkable with a string of wins and podium positions in races throughout the 2018 season – something we're looking to repeat as we roll our sponsorship agreements into the new year.

Cycling has a lot in common with our industry sector in terms of technology, and teamwork, it acts as a perfect metaphor for the type of company that we are. Team orientation, a focus on efficiency, great results and great equipment being key for both stakeholders.

Two neutral service vehicles provide technical assistance in a highly pressurised racing environment, much like the technical assistance we provide in a highly pressurised business environment. We call this 'At your side' and the iconic design of the cars have become strongly associated with the domestic racing scene.

Brother UK's support of the sport has been acknowledged by teams, organisers, riders and fans as being crucial at a time when financial sponsors are hard to find. By funding teams, riders can compete, organisers can know teams will enter for events and the whole ecosystem benefits. At the same time, we can grow our brand awareness, a win-win, as all good partnerships should be.

For more information on all of the teams and events we support, visit the cycling section of our website at

Brother.co.uk/cycling

Vitus Pro Cycling p/b Brother UK



The environment

The highlights

More than

145,000

toner cartridges returned to us for recycling by UK customers in the year to March 2019 as part of our 'design for life' circular economy programme

1,050

customers recycled cartridges with us

56%

reduction in CO2 emissions to refurbish a cartridge, versus manufacturing a new one

133

tonnes of landfill avoided

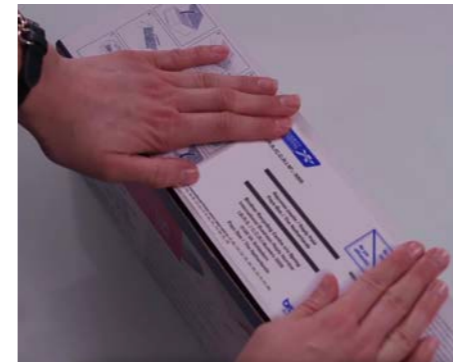
3.5%

Increase, achieving high reuse/recycle figures of 87.8% - up from 84.3% in 17/18

5

tonnes of waste reduced

The environment



Return label in the box



Designed for recycling



Using automation and robotics to increase efficiency

Sustainability from the ground up

When it comes to reducing our impact on the environment, we believe that everyone can play a part - small actions work together to make a big difference.

By empowering all our stakeholders to work more sustainably, Brother is helping combat climate change, reduce plastic waste and stop habitat destruction.

Last year we were proud to receive independent certification as a zero-waste-to-landfill business for the eighth year running, following an in-depth audit by environmental consultancy Valpak.

We also encourage our customers to be environmentally responsible, and ask them to send us their used printer ink cartridges and toner cartridges for recycling at no cost. They can do this either by post, drop-off or courier, depending on how many toners are being returned.



Saving precious resources

Our state-of-the-art recycling centre in Ruabon, North Wales takes used toner cartridges and inkjet cartridges and re-uses as much of the materials and components as possible.

We've been recycling at Ruabon since 2004, and have refined the process so that now up to 87% returned cartridges, by weight, are reused or recycled.

So, why do we do it?

Quite simply, it saves precious resources, cuts carbon emissions and reduces the amount of waste going to landfill.

In fact, every time we recycle a print cartridge in Wales, or our sister recycling site in Slovakia, it produces less than half as much CO2 than when a new cartridge is made from scratch.

Reducing CO2 emissions helps tackle climate change, protecting the planet for future generations.

A pioneering approach

Any recycled cartridge we sell has to meet exactly the same high-quality standards as a brand new one. Cartridges returned to us that are too damaged to be reused can also still be recycled - they are ground down so the plastic can be remoulded into new products.

We're proud of our pioneering approach to reducing, reusing and recycling and we've seen the quantity of cartridges that come to our recycling centres grow year-on-year.

We want to see that continue and accelerate. That's why we've worked so hard to make it as easy as possible for our customers to send us their used supplies for processing.

Helping customers with their sustainable strategies

Research shows that two thirds* of consumers think companies they buy from should support the environment, which is why we understand how important it is for our customers to communicate their sustainability strategies.

We know that the effort our customers put into minimising the environmental impact of their print function is just part of a wider strategy to be more sustainable.

To help them do this, we've started providing key customers with certificates reporting how much raw material they have diverted from landfill by sending us their used Genuine Brother cartridges. Many then use this information in their CSR reporting.

This is another strong argument for choosing Brother Genuine supplies over third party alternatives, which leave many unanswered questions when it comes to sustainable sourcing and recycling.

Little changes make a big impact

Weather permitting, we like eating our lunches al fresco, so we've also invested in some new picnic benches made from 100% recycled plastic waste.

Each table uses the equivalent of 83,500 plastic bottle tops, and we recycled the old benches, donating them to local charities and a nearby community allotment.

We've even changed all the plastic spoons and drinks stirrers in our canteen and meeting rooms from plastic to bamboo ones.

They might seem small individually, but together, these incremental actions are helping us to make a big impact.



Recycled picnic benches

*The Global, Socially-Conscious Consumer, a Nielsen Report, March 2012.

Innovating for sustainability at Ruabon

Craig McCubbin, director at Brother Industries UK, updates us on the innovations the team has made in the past year. He is based at our Recycling Technology Centre in Ruabon, North Wales.

"A great thing about recycling is that it not only avoids waste and reduces environmental impact, but it can also make good commercial sense, as our toner-recycling operation proves.

"We've continued to expand our robotics and automation lines, which has delivered dramatic efficiency increases and ensured that refurbishing a used cartridge can be done at a lower cost than making one from scratch.

"When a used cartridge enters the plant, it takes a long and relatively complex series of processes to turn it into a cartridge ready to be sold again to a customer. Thanks to the technology we've developed, this is now fully automated, end-to-end.

"This has made recycling of cartridges much more cost efficient and therefore, more sustainable as a business model.

"We're committed to maintaining our zero waste to landfill accreditation. Any toners we can't put through the automated process are granulated and the plastic remoulded into a new cartridge - so everything happens in a closed loop.

"We're also very aware that we don't operate in a vacuum and being joined up with work across the rest of the group is vital. To that end, we've taken on Japanese-speaking engineers which has helped us to collaborate better with our designers in Japan. They ensure there is a two-way movement of information and ideas between the product development teams and our engineers.

"This has led to a number of adaptations to the design of Brother cartridges to make them more recycling friendly.

"By making our recycling process not just a goodwill programme that we do to benefit the environment, but something that contributes from a financial standpoint, we are achieving sustainability in the true sense of the word."

Craig McCubbin

The circular economy



Help us to continue recycling and helping our environment by returning your cartridges to us.

Find out more at www.brother.co.uk/recycling

30

How can you recycle your empty toner cartridge with Brother?

Small efforts can have a big impact (up to 4 toners)

Customers can use the label supplied in their cartridge box, or print out the free returns label from our website. They can then post the empty toner cartridge to Ruabon.

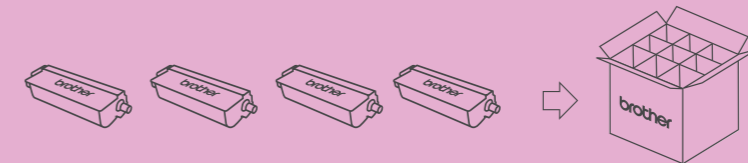


4

1. Print out the label from www.recycling.brother.eu or use the label provided in the box
2. Carefully pack the empty toner back in the packaging of the new toner
3. Stick the label on the box
4. Drop off at the post office

Making recycling easy for medium volume customers (up to 12 toners)

Customers can use the environmentally friendly bulk recycling service by logging onto our website and ordering a Brother recycling box to fit either 4 or 12 cartridges.

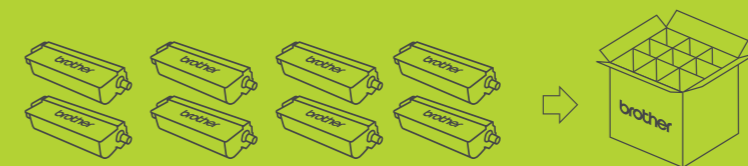


4+

1. Visit www.recycling.brother.eu to order a recycling box
2. Brother will send a recycling box with a free postal label attached
3. Carefully pack the toners in the box
4. Drop off at the post office

Making recycling easy for large volume customers (more than 12 toners)

Customers order a large recycling box to store at their office; when it's full, Brother Industries UK will arrange for the box to be collected. This brand new service for high volume customers enables Brother to support a wider range of customers with a more efficient experience.



12+

1. An easy and efficient service for high volume recyclers. To order a collection box the customer registers their details for the service at www.brother.eu/collection
2. Brother will send a recycling box to store at their office
3. When full, contact us again via the above link, and we will pick them up

All these services are free. Options 1 and 2: All the customer has to do is take the toner box or Brother recycling box to the post office, where it will be sent to be recycled.

www.brother.eu/collection