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Sydney, Australia 14 June 2012 – Brother International Australia, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has joined the Australia and New Zealand Recycling Platform (ANZRP), to provide a free e-waste recycling service for Australian consumers. Brother's General Manager- Product and Marketing, Andy O'Donnell said, "Brother's decision to join ANZRP forms part of its ongoing strategy and commitment to the environment and the community. As an industry led service we believe ANZRP offers the best recycling outcome for the environment, and is the ideal means to achieve a permanent solution to Australia's e-waste challenge. A free service that's easily accessible to all consumers is an important step forward for the community." ANZRP General Manager, Carmel Dollisson said, "We are delighted to announce Brother has joined ANZRP. Leading brands such as Brother are joining ANZRP due to its industry for industry independent and transparent model based on equitable cost to its members. ANZRP will achieve the outcomes of the legislation and provide a service to the community which benefits the environment." As a member of the AIIA, Brother has been working towards the establishment of this co-regulatory arrangement along with other members of the AIIA's Environmental Special Interest Group. Brother has a long standing history of partnerships with key not for profit organisations working towards a more sustainable environment. Brother's commitment to the ANZRP ties in well with Brother's support of the Cartridges 4 Planet Ark recycling program also offering a free national recycling program for consumers in order to divert waste from landfill. ANZRP is an approved co-arrangement under the government's National Television and Computer Recycling Scheme. The Scheme aims to boost the recycling rate for televisions, computers and peripherals from 17 per cent in 2010 to 80 per cent by 2020-21, and to provide a long-term solution to television and computer waste. About Brother International (Aust) Pty Ltd With over 100 years in operation, Brother International is a leading global manufacturer of laser printers, label printers, Multi-Function Centres, fax machines, P-touch electronic labellers, typewriters and sewing machines. A specialist in its product lines, Brother combines customer satisfaction and comprehensive measures for environmental conservation, to manufacture innovative, reliable and practical products to enhance the consumer's lifestyle. Brother Australia is a wholly owned subsidiary of Brother Industries, which was founded in 1908 in Japan. Brother Australia was established in 1977, with a head office located in Sydney and State offices located in Adelaide, Brisbane, Melbourne and Perth. About Brother Earth Brother Earth is Brother's commitment to play a part in building a society with better sustainable development. By clicking on the Brother Earth site you can determine how funds are allocated and play a part in contributing to a variety of global environmental protection activities. Give your click at <http://www.brotherearth.com>. About ANZRP Australia and New Zealand Recycling Platform Limited (ANZRP) is a not for profit, industry-run member body established to collect and recycle electronic waste on behalf of its members.

Contacts

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