Brother Green Label Certification Criteria

Brother products are premised on conducting product environmental impact assessment and Life Cycle Assessment (LCA), and complying with the Brother Group Green Procurement Standard. Moreover, in October 2001, Brother Industries, Ltd. (BIL) established the voluntary standard “Brother Green Label” in accordance with International Standard; ISO 14021 and Japanese Industrial Standard; JIS Q 14021 for environmentally friendly products. The system of “Brother Green Label,” an environmental label to indicate that a product meets the standard, is applied to all Brother products that are manufactured in the Brother Group companies, are sold in Japan, but are in fields where third-party certification standards are not established.

In this system, among newly developed products, products which meet the criteria of 5 items or more out of the 26 items, or products which meet the criteria of less than 5 items but demonstrated a remarkable environmental improvement effect are recognized as “Brother Green Label” certification criteria compliant products. Consumables which meet the criteria of 3 items or more out of the 26 items are also recognized as the certification criteria compliant products.

Items
1. Industry leading energy efficiency
2. Greatly improved energy efficiency compared to conventional models per unit performance *1
3. High recyclability rate (excluding thermal utilization) *2
4. Use of recycled plastics
5. Integration of plastic materials
6. Reduction of size and weight *3
7. Indication of material on plastic parts
8. Avoidance of coating on plastic parts
9. Use of biodegradable plastics
10. Products which a parts reuse system has been established for
11. Reduction of materials for packaging *4
12. Use of materials with low environmental burden and recycled materials, and non-inclusion of hazardous substances in packaging
13. Reduction of environmentally hazardous substances during manufacturing *5
14. Acquisition of environmental labels (Type I or Type III)
15. Long-term usability (Structure which allows expansion of performance and function)
16. Improved end of life of consumables or parts *6
17. Greatly improved possibility and easiness of maintenance and repair *7
18. Improved loading-efficiency during transportation in consideration of the product and packing size *8
19. Greatly improved degradability by visual indications or structural improvement of separation / disassembly locations
20. Integration of materials of large-size plastic parts to two types or less
21. Avoidance of use of one substance or more of Green Procurement Standards Level B
22. Great reduction of environmental burden in the design phase in consideration of the manufacturing phase *9
23. Great enhancement of information provision for long-term use
24. Great reduction of environmental burden through Life Cycle Assessment (LCA) of products *10
25. Commonality of parts and units *11
26. Environmental considerations that can be assessed objectively due to the industry first or a unique technology of the company

*1: Reduction of 30% or more compared to conventional models

*2: Based on the calculation standard of the company, 85% or more for office equipment and home sewing machines, 80% or more for electronic stationery, and 90% or more for industrial equipment

*3: Reduction of 30% or more in volume or weight compared to conventional models

*4: Reduction of 5% or more in packaging materials usage rate (packaging material weight ÷ product weight) compared to conventional models

*5: Reduction of 80% or more in weight compared to conventional models

*6: Improvement of 50% or more compared to conventional models

*7: Improvement of 30% or more in general compared to conventional models, or products which have made repair of parts possible which could not be repaired in the past

*8: Improvement of 5% or more compared to conventional models

*9: Reduction of 10% or more in the same environmental load category compared to conventional models

*10: Improvement of 10% or more compared to conventional models

*11: Commonality with other models and products