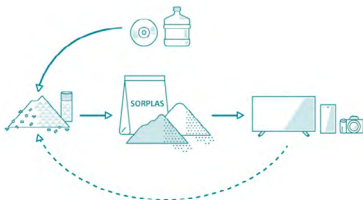


Think Sustainability Think Sony

The Sony ecosystem

Making Sony products

Sony-developed SORPLAS™ recycled plastics are used in the largest TV component, reducing virgin plastic use by **60%** while maintaining durability and recyclability. It can be recycled again and again!



EPEAT registered

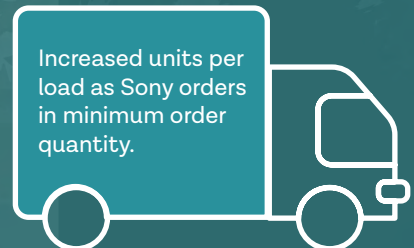
Precision moulding makes the panels strong while **reducing weight and packaging size.**

Moving Sony products

There has been a **35%** reduction in packaging materials since 2018.



Increased units per load as Sony orders in minimum order quantity.



Reduced ink on packaging by **90%**.



Using Sony products

The eco dashboard allows users to customise energy-saving settings, usage, viewing environment and content.



Improved energy ranking – on average, there is a **30%** decrease in operational costs.



The ambient light sensor ensures room lighting is optimised.

Want to meet sustainability goals? Choose Sony BRAVIA

Bigger and better displays don't have to mean more resources and energy use. With the **BRAVIA BZ40 range**, enjoy the most immersive experiences with stunning designs alongside innovations to reduce energy consumption and use of non-renewable resources. Better yet, get a **free 5-year warranty upgrade until April 1st**.



Eco-friendly Sony solutions

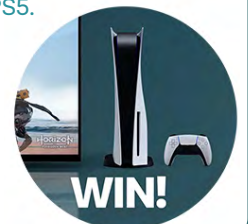
EPEAT Bronze display always stocked: FW-55BZ35L

The **FW-55BZ35L** is a high-performance 55" 4K display with 24/7 operation, 550 cd/m² brightness and pro mode—all at a fantastic reseller price of £519 (standard trade: £719). Registered EPEAT Bronze in 23 countries, it meets a broad and robust set of sustainability criteria.



Resellers can win a Sony gaming bundle

Sell energy-efficient LFD and projection Sony products and gain points to be in with a chance of winning! The top-scoring reseller will win a 55" TV and PS5.



Start reducing emissions today!

Contact us today to secure your stock and invest in sustainable solutions.

Visit: <https://www.midwich.com/campaign/sony/>

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