

LEADING THE WAY

Epson's Environmental Vision

Epson is committed to reducing the environmental impact of its products at all stages of the life cycle, including design, parts and materials procurement, manufacturing, product transport, use, and collection and recycling. Instead of only focusing its efforts on certain steps of the life cycle, Epson's goal is to reduce the impact of the combined life cycle stages. By implementing measures at each phase of its products' life cycles. Epson aims to reduce by 90% the CO2 emissions of all activities and recycle or re-use all products by 2050.

Think – Design products with the entire life cycle in mind

Epson designs products with a view to minimising environmental impacts across the entire product life cycle. This approach encompasses our three basic product development policies: energy-saving design, resource-saving design and the elimination of harmful substances. Since these three policies are applied to all Epson products, customers can rest assured that any product from our portfolio has been designed with the environment in mind.

Choose – Choose environmentally considered materials

Epson has rigorous processes and standards in place to ensure that all materials we use meet our high environmental standards. We will only procure materials if we are satisfied that our suppliers meet these standards.

Together with the World Wildlife Fund, Epson developed an Epson Group Paper Procurement Standard to ensure the sustainability of our paper products.

Create – Manufacture products with a minimum of materials and energy

Epson's manufacturing processes are designed to use a minimum of materials and energy. We rigorously control emissions and waste generated by Epson manufacturing sites and have set ourselves firm reduction targets.

Epson's Zero Emissions Program commits to recycling 100% of waste produced during manufacturing, with the aim of maximising efficient use of resources.

Deliver – Transport products efficiently

Epson has implemented a program of logistics solutions to increase the efficiency with which we deliver our products to our customers and reduce the environmental impact of transportation.

In addition to our efforts to improve the efficiency of the supply chain, we also aim to reduce the size of products and boxes, so more products can fit on a pallet or in a shipping container. Not only does this reduce the environmental impact, but it leads to lower shipping costs for both Epson and all customers who transport Epson products.

Use – Ensure eco-performance to minimise the burden of use

Epson designs its products to be as energy efficient as possible, since the use phase frequently generates a product's main environmental impact.

We have reduced the power consumption of our leading inkjet printers by 73% over four years and the energy consumption of our projectors by 90% over 10 years.

Use wisely – Recover end-of-life products as a resource

During 2007, Epson globally collected 4 260 metric tons of ink and toner cartridges and 12 200 metric tons of finished products. Epson has established Collect and Recycle programs for all cartridges lines.

Visit www.epson.com/recycle to learn more about Epson's free, easy-to-use recycling services.

