

# Kyocera: A greener way of printing

How we're making printing more sustainable and why it matters.





# Why It's Time to Go Green!

**The science on the human contribution to global warming is evident — we are the major cause.**

With the global average temperature already 2.2° Fahrenheit above pre-industrial revolution levels and continually rising, **the race to net zero is gaining pace.** Governments and organizations worldwide are increasing action and ambition, driving greater social responsibility that leads to more consumers taking proactive steps to protect the environment.

As such, a new economy is emerging: a greener one. Closely monitoring this transition, today's investors are evaluating whether the companies they invest in will maintain a strong connection with their customers as environmental challenges impact the way we live and work. Investors will no longer waste their time or money with companies that lack sustainable business practices, and they will not wait for companies to get up to speed.

To stay in the game, private sector companies must take the responsibility of making the green transition themselves and most importantly, **offer the sustainable solutions that the market demands.** The survival and sustainability of the planet for future generations depend on humans and technology working together. Now is the perfect opportunity to innovate for change and provide consumers with the tools to help reduce their carbon footprint and safeguard our precious environment.

Companies that are committed to addressing environmental issues not only stand to realize greater business opportunities in the future, but will also achieve higher returns for their long-term shareholders. These are facts that investors are fully aware of.

Some businesses have recently taken their first green steps, while others are still hesitant to adapt to the changing market. Here at Kyocera, we have shown care for the environment since the beginning — from our eco-friendly intelligent devices that have been helping our customers reduce their environmental impact, to our document solutions and green initiatives.



# Our Sustainable Roots

At Kyocera, we believe that all business decisions need to consider one fundamental question: "What is doing the right thing as a human being?" Naturally, to us that means working towards a sustainable world.

Our environmental policy is based on the philosophy of Kyocera's founder Dr. Kazuo Inamori, whose wise words have established the founding principles and values of Kyocera. Dr. Inamori argues that the only way to achieve a prosperous future for humanity and our planet is to coexist harmoniously within our society, global community and nature.



## Actions speak louder than words

**1991** In 1991, the 'KYOCERA Environmental Charter' was created with the aim of reducing environmental impact and help us achieve greater sustainability across the entire value chain. Multiple factors can lead to waste and productivity loss in the manufacturing process, but it can be reduced if all parties are aware of the problems and issues that occur.

**2022**

That's why, at Kyocera, we are committed to being fully transparent. In this way, everybody in our company can play a role in identifying areas for improvement, optimizing operations and most importantly, minimizing unnecessary loss. This is how we stay on track to develop eco-friendly products, conserve energy and take measures to prevent climate change.

**While we always strive to achieve greater sustainable corporate development, here is how we've been recognized for what we do:**



Awarded via an independent audit, all Kyocera plants and most business sites globally have acquired the ISO14001 environment certification. We have held this certification for over 20 years.



We're part of the United Nations Global Compact, the world's largest corporate sustainability initiative that helps us to set ambitious policies and environmental targets.



### Ministry of the Environment

Kyocera has won the Japanese Environment Ministry's 'Commendation for Global Warming Prevention' on nine consecutive occasions, which set a Japanese record.

# Learn the Kyocera Way

Taking a step towards sustainability doesn't mean sacrificing economic growth or productivity. In fact, implementing sustainable business practices has the opposite effect – it future-proofs your business. The urgency for going carbon neutral is felt by organizations from all industries and sizes and those who refuse to join the race to net zero will be left behind.

However, businesses looking to implement greener solutions must first look for a partner who does the same. It's counterproductive choosing a company without a proven track record of creating green devices and document solutions.

Kyocera's wealth of experience, this year celebrating 30 years of our pioneering ECOSYS series, puts us in a unique position to help guide you towards more sustainable practices in the workplace. Whether that's in an office, on a manufacturing plant floor, or from the comfort of your home, you can count on us to get you there.

Our green journey started decades ago, but yours can begin today. We're here to offer you tried and tested solutions to reduce your environmental impact while maximizing productivity. Let us show you how:



## Our Green Devices

Adhering to the goals of the worldwide Environmental Action Plan, we develop office solutions that focus on longevity. Our devices are built with fewer moving parts to reduce energy consumption, saving our planet and your wallet. Furthermore, the 3R design (reduction, reuse, and recycling) of our components and products means **that 99% of them are officially green**. Kyocera products are also Electronic Product Assessment Tool (EPEAT) registered, a system that facilitates users to choose excellent electronics that also support sustainability goals.



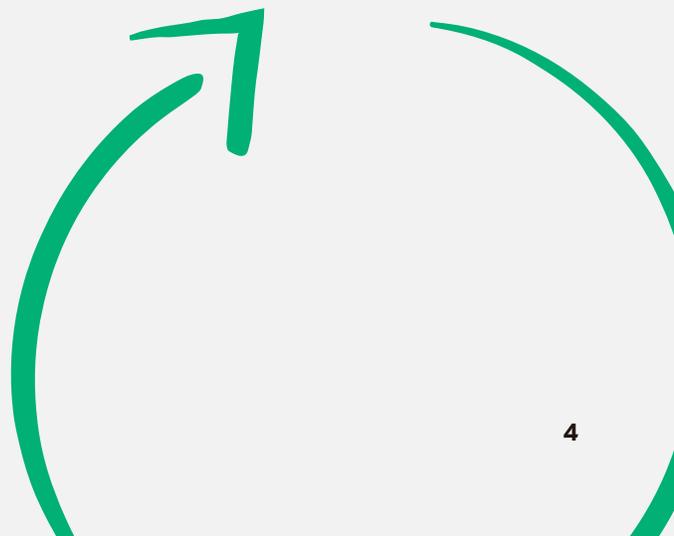
## Our Eco-friendly Initiatives

We lead by example. Over the years, we've been working diligently to make our factories and offices green by implementing **rooftop solar power systems** and **'green curtains'** planted to grow over windows and outer walls to reduce energy consumption. In addition, we **purify water** used in our factories so that it can be reused and contribute to biodiversity conservation. We've also received a Technical Packaging Award for the reduction of packaging for shipping paper feeders by using a high-performance material made of molded pulp. Finally, we help businesses become greener. We devised the **ECO footPRINT™ Toner Recycling Program** to help recycle used ink cartridges.



## Our Digital Solutions

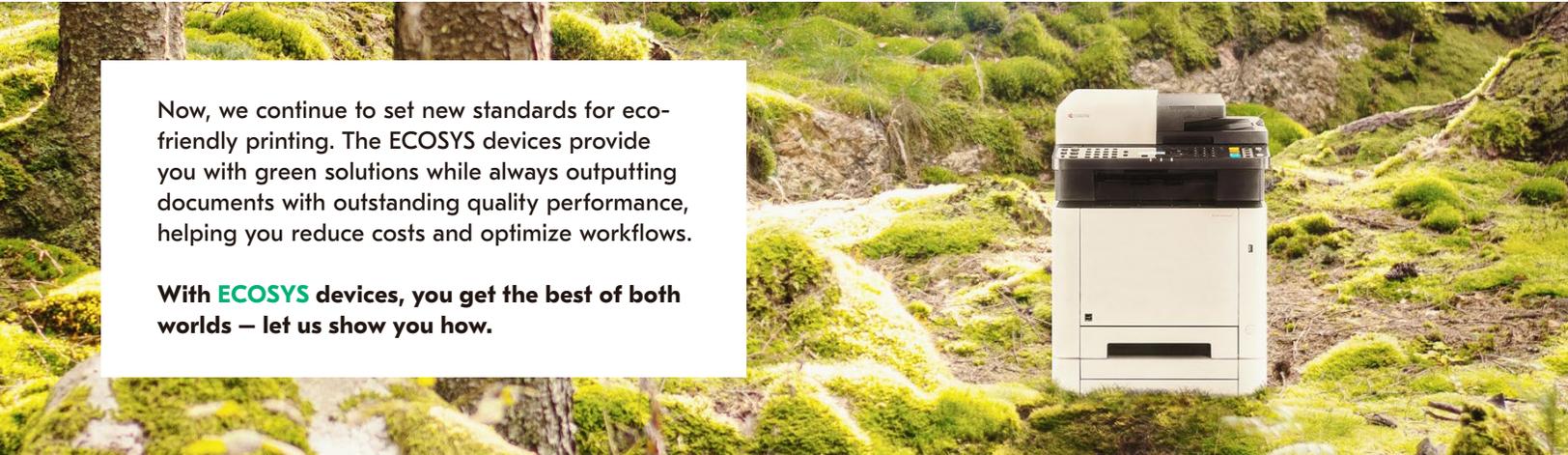
Eco-friendly software helps our planet and facilitates collaboration in the modern working world. Now that we work in hybrid environments, we need tools that help us manage workflows while providing secure, environmentally-friendly solutions. Our digital software complements our green devices to reduce waste, save money and boost productivity. As such, it's easy to reduce your paper consumption. Whether it's deleting unwanted loads or digitizing documents, Kyocera makes going paper-less a breeze!



# Our Green Devices

While printing and sustainability in one sentence might, at first, seem like a contradiction, the printing and document solutions industry has a huge role to play when it comes to helping organizations decrease their carbon footprint. **Documents continue to be an integral aspect of the daily functioning of organizations of all shapes and sizes;** without physical copies of documents, workflows in sectors such as finance or education would grind to a halt. Therefore, there is a need to continue printing in mass while being sustainable.

Anticipating the current and evolving era of ecological consciousness, we launched our ECOSYS technology in 1992 — our first and most significant breakthrough amid our climate-focused endeavors. As other companies were lagging in innovation, we introduced **the first cartridge-free system** for laser printing into our ECOSYS printers. Since then, almost all our ECOSYS devices utilize the toner-only system, which avoids the need to replace plastic cartridges, thus reducing environmental impact.



Now, we continue to set new standards for eco-friendly printing. The ECOSYS devices provide you with green solutions while always outputting documents with outstanding quality performance, helping you reduce costs and optimize workflows.

With **ECOSYS** devices, you get the best of both worlds — let us show you how.

## Eco-friendly toner = Lower energy bills

First launched three decades ago, our groundbreaking toner system reduces the waste of consumables over the lifetime of a printer by 85%.

However, we aren't stopping there! Over the years, we have been working hard to fine-tune its features to further minimize the environmental impact. Our latest eco-friendly toner utilizes advanced production methods that use **no organic solvents and tiny amounts of water**. Furthermore, it fuses on the page and prints at a lower temperature than conventional toner, **cutting energy usage in half**. Finally, our additional energy-saving controllers enhance power management and operate as low as 0.6 watts in sleep mode — the equivalent to one-tenth of the energy used by a smartphone charger!

## Long-life technology = No replacements needed

More and more consumers are **choosing quality over price**. It is a tendency that is most visible in the fashion industry, where shoppers are moving away from unsustainable and cheap "fast fashion" and instead are opting to pay more for a premium high-quality product that lasts.

In printing and document solutions, the equivalent of fast fashion is low-quality drums, fuser units, and feed rollers that may need to be replaced more frequently than they should.

At Kyocera, we know that quality is always the most sustainable choice. Therefore, we strive to **create durable components and consumables**, such as amorphous silicon drums with a lifetime of up to 4,800,000 prints, **double that of conventional drums**. This also amounts to valuable time and money savings in the long run.

## Sustainable toner-only innovation = Less waste

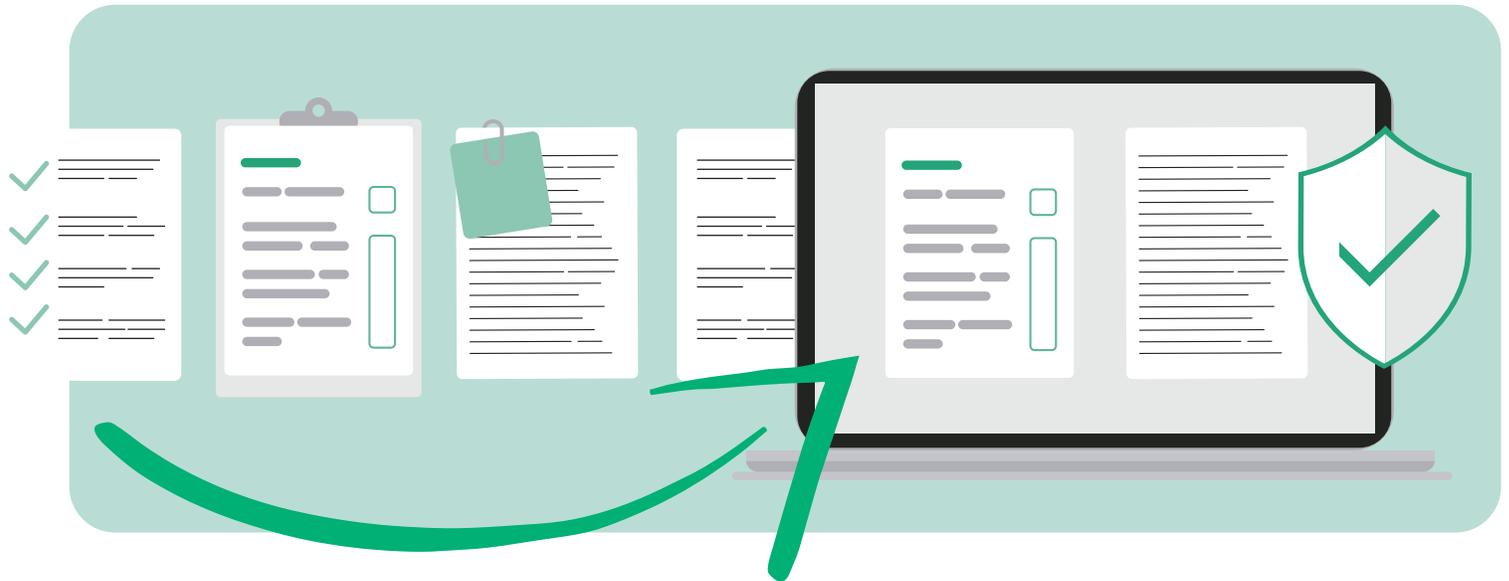
We are the pioneers of toner-only printers, avoiding the need to replace plastic cartridges when the toner runs out of ink, reducing environmental impact. **Less waste, low cost, and long life** — our solution to office printing keeps both the customer and the environment happy. Kyocera is determined to play its part in reducing plastic waste, which is why **up to 30% of the plastics used in Kyocera products are recycled, and over 99% of the total plastic can be recycled**. Our toner cartridges are now made from only eight recyclable plastic parts, cutting down on the wasteful replacement of mechanical components. When it comes to cartridge packaging, we've cut out plastics altogether and use recycled cardboard.

# Our Digital Solutions

## How to go green when hybrid working

Sustainable printing is not just about having a green device. From the moment you press print to when your document is outputted, professionals need tools to make the process environmentally friendly. That's where we come in.

At Kyocera, we aim to help you embark on a green journey regardless of whether you want to print more or go paper-life. **Users cannot go down either path without digital solutions.** By providing the tools that support digital workflows, we are able to do our bit in ensuring minimal impact on the world around us.



## Go digital

Many businesses are harnessing the full power of their MFP by scanning and then sending their documents online. This process, particularly during the modern hybrid era of working, is becoming increasingly popular.

In order to leverage the full potential of digitizing documents using your MFP, it is essential to invest in a document solution platform.

Document solutions that manage workflows and act as a middleman between an MFP and the digital sphere are now workplace essentials; here's why.

These platforms help reduce the amounts of paper used, **saving businesses money and protecting our planet**, while document solutions also help to make the process quick and secure, boosting productivity. **In short, it's a win for your business and our planet.**

If you want to go paper-lite, there are plenty of options, but it's vital to determine which solution is right for you.

**MyQ has been developed with the dynamic demands of modern print fleets in mind.** Professionals are more mobile and environmentally conscious, wanting to reduce their carbon footprint while paradoxically being on the move.

However, it doesn't just control how, what, and when you print. MyQ enhances digitizing documents. Using MyQ, professionals can scan a document, sending it securely to cloud platforms or their address book. MyQ gives professionals the tools to securely store documents and reduce their paper usage.

Additionally, the platform can be tailor-made to the specific workplace. So, regardless of whether you work in banking or education, you can decentralize printing and save 275 trees from logging every day!

# Our Eco-friendly Initiatives

We are innovators who develop products that reduce costs and increase productivity with superior environmental performance — but that's not all we do. The Kyocera Group has also set itself many ambitious policies and has carried out environmental protection activities all around the globe. Keep on reading below to find out more about all the work that we've been doing in different countries.

+ Do you know what Green Curtains are? Well, our manufacturing division certainly does! To reduce energy consumption, they grew plants on the outer surface of site windows and external walls, and on nets put up in surrounding areas to block out the natural sunlight and provide more shade. With the scheme running since 2007, the total amount of CO2 neutralized by Kyocera exceeds 100,000 kg.

+ The Kyocera Japanese division is implementing a five-year plan at Kyocera's Kyoto Ayabe Plant to develop and properly manage its green spaces. In the first year of the project, they're conducting weeding, carrying out a vegetation survey, and clearing land to construct a new promenade.

+ Our Australia division has participated in the annual Business Clean-Up Day every year since 2003, an event during which companies around Australia organize volunteer clean-ups. Their future goal is to continue to participate in this event to pass a beautiful natural environment on to future generations.



## Kyocera's Recycling Program

Recycling paper is a personal and social responsibility, but at Kyocera, we want to go the extra mile and encourage others to join us in our efforts to keep the world an eco-friendlier place — so we're making it easy.

**Kyocera's ECO footPRINT Toner Recycling Program™** allows you to recycle your used toner containers at zero cost and minimal effort. We take care of recycling box orders, setting them up, and even tracking your recycling progress. By recycling through our program, you will help transform your toner containers into useful objects such as park benches, pens, and even asphalt.



# It's Time to Lead the Way

A line we often hear within our industry when it comes to sustainability is "okay, but what's in it for me?" We know the reality of the 21<sup>st</sup> century, and that profit margins, costs and revenues will often determine whether companies can take the leap into investing in more sustainable technology. But that's why we are here to help. We often hear from clients who think that more sustainable technology is a big investment, but with this short eBook we wanted to prove that this isn't always the case – not with Kyocera.

Priorities worldwide are shifting. A study by Cone Communications found that 86% of US consumers make purchasing decisions based on personal, social and environmental values. The power of being a sustainable brand is not just about values and philosophy, cost reductions are tangible too.

The future of work will be greener, and it has never been more important for businesses and organizations to take the necessary steps to reduce their carbon footprint – for the planet, but also to stay competitive in the new market.

For decades, we've been striving to provide easy solutions for others to commit to saving the planet. A green economy needs eco-innovation and business transformation. And that's why we've developed advanced office technology with environmentally friendly designs, in addition to other sustainable initiatives for Kyocera customers. We want to help businesses become more agile and flexible when they follow our path to sustainability.

While we're simply doing what's right, we've already helped businesses worldwide overcome new challenges, providing them with outstanding hardware and software to allow them to continue with their daily operations. The future is uncertain, and there are many more challenges to come. But, through the unique power created by teamwork, and fueled by experience, we can turn problems into solutions.



**ECOSYS devices are energy-efficient, saving our planet and your pocket.**



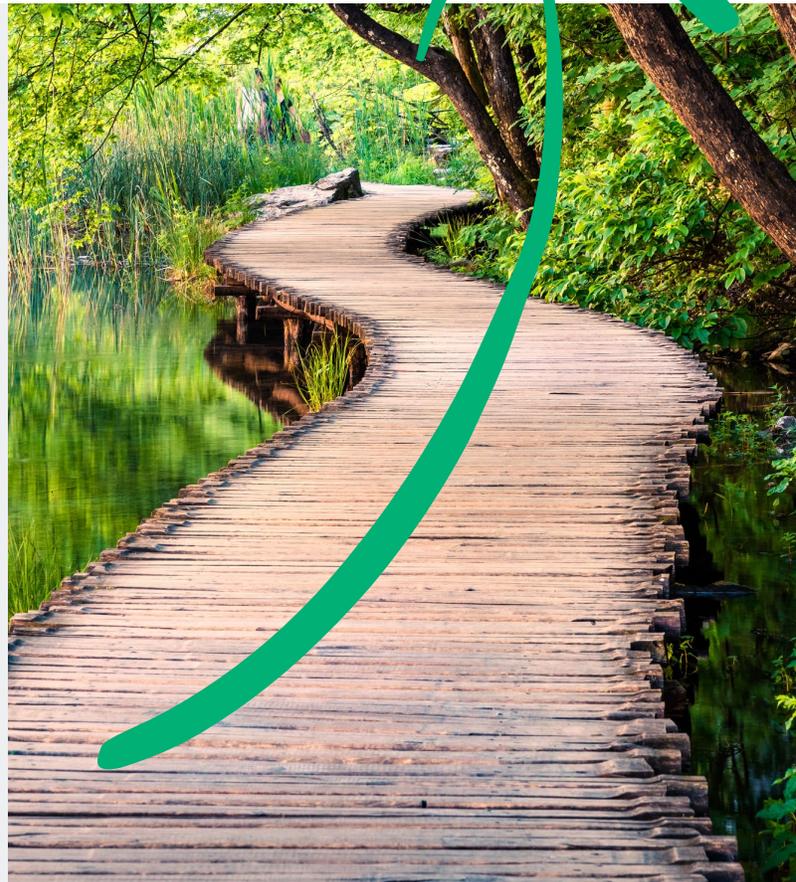
**The ECO footPRINT Toner Recycling Program™ recycles used toner cartridges.**



**MyQ digitizes documents, reducing paper use and making documents more secure.**



**Our ink is toxin-free and prints at a low temperature, making it environmentally friendly.**



Kyocera Document Solutions has championed innovative technology since 1934. We enable our customers to turn information into knowledge, excel at learning and surpass others. With professional expertise and a culture of empathetic partnership, we help organizations put knowledge to work to drive change.



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