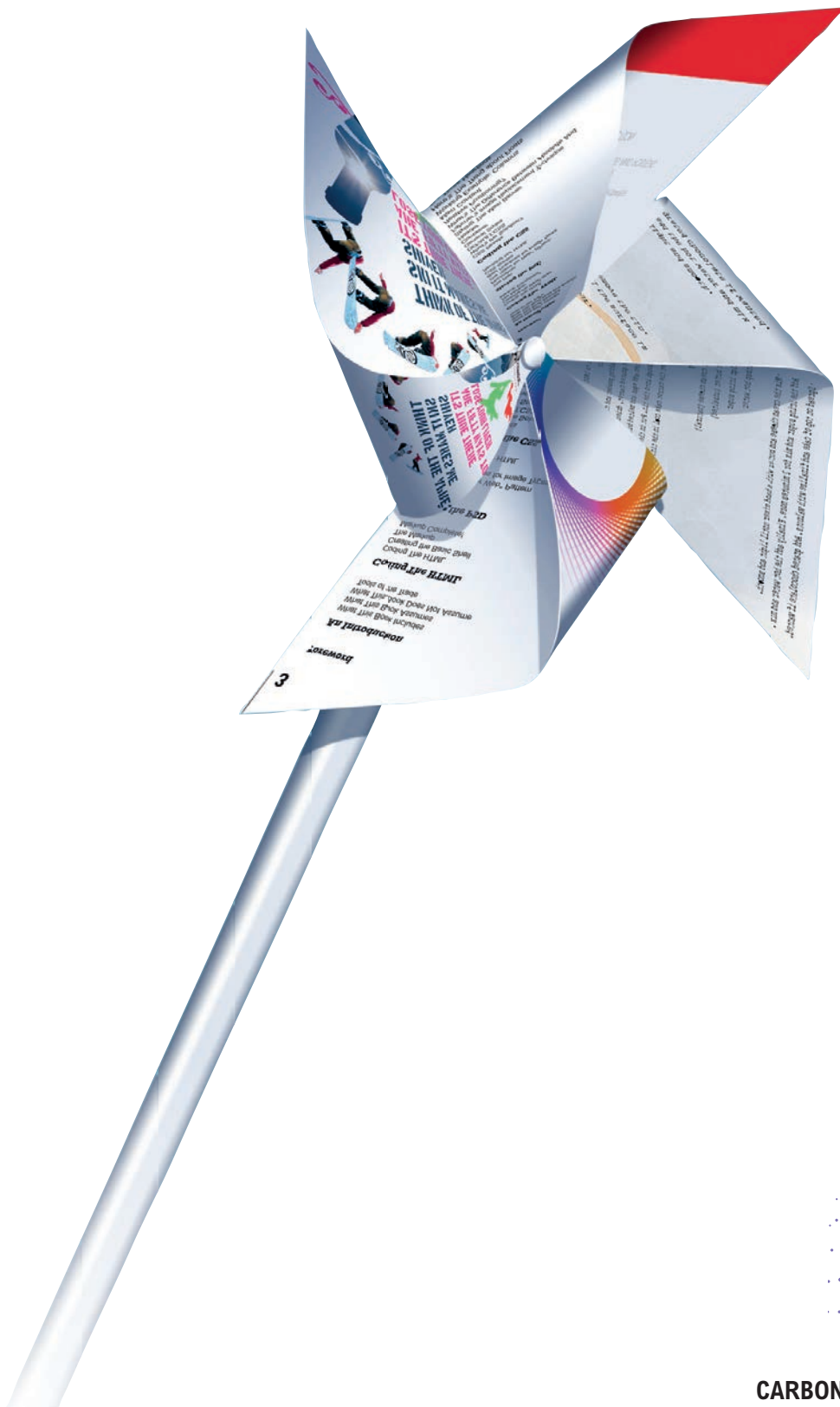


## Carbon balanced printing with Ricoh



# The added value of corporate social responsibility in production printing

Corporate Social Responsibility (CSR) is high on the agenda for printing companies. Customers are increasingly demanding materials with a low environmental footprint to align with their own sustainability strategies. 'Sustainable printing', where the focus is on the efficient and sustainable use of energy and materials, is therefore increasingly becoming a prerequisite for printing operations to gain new business and customers.

A growing number of print service providers are actively looking to differentiate themselves by extending their environmental credentials and applying for certifications such as CSR, ISO 14001, FSC and PEFC. After all, everyone benefits from a sustainable production process, you, your customers and the environment. So in response to customer demand, Ricoh has expanded its successful Sustainability Optimisation Programme to the production printing market.

## **Ricoh Carbon Balanced Production Printing**

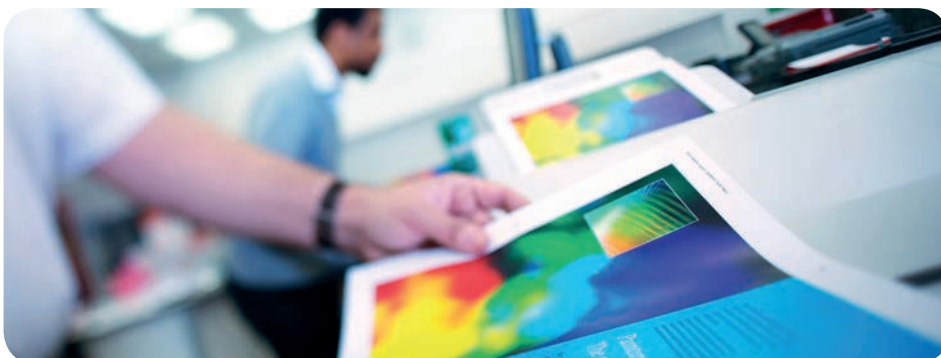
The award-winning<sup>1</sup> Ricoh Sustainability Optimisation Programme is based on years of experience and proven success of optimising document intensive office environments. Printing firms and corporate print rooms are now also able to benefit from this unique programme and take a more responsible approach to printing on Ricoh production systems through our Carbon Balanced Printing Programme.

A methodology has been specifically developed for the production printing market that enables you to calculate the carbon footprint of each print job, reduce or optimise it wherever possible and, finally, to offset any remaining, unavoidable emissions.

As a result you can guarantee that your customers' printed materials are carbon-neutral and environmentally responsible.

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<sup>1</sup> Ricoh's Sustainability Optimisation Programme was awarded top prize in the 'EFQM Sustainability Good Practice Competition' in 2011'



# Ricoh's environmental corporate values

At Ricoh we go beyond compliance to take a responsible approach to the environment, it is quite simply the way we do business.

As a result we achieved our goal of 'Zero Waste to Landfill' at all major production locations as far back as 2001. By accepting back products, reusing them, or recycling parts, we are exceeding the Waste Electrical and Electronic Equipment (WEEE) standard. But we also achieve success thanks to our innovative research and development. Our special toner, which is used in Ricoh's latest full colour production systems, uses a unique polyester polymerization process that fuses at a lower temperature than its predecessors, resulting in energy efficiencies. It also yields more toner per tube resulting in less waste and all our production printing systems are Energy Star® compliant, offering power-saving modes, standard duplex printing and toner saver settings.

For seven consecutive years, Ricoh has been named one of the Global 100 Most Sustainable Corporations in the World – strong public recognition of our commitment to sustainability. In addition to external recognition, we set tough targets for ourselves.



*Our unique network of billboards powered exclusively by renewable energy showcases our environmental commitment to the world. Find out more about our network of eco-boards at [www.ricoh.com/about/company/promotions/eco-billboards](http://www.ricoh.com/about/company/promotions/eco-billboards)*

We achieved our aggressive target to reduce our CO<sub>2</sub> emissions by 20% by the end of 2010 and we are on track to achieve our long term vision to reduce environmental impact by 87.5% by 2050.

Ricoh Europe was also awarded five star 'recognised for excellence'

from EFQM in 2010. In 2011 we were recognised among the world's most ethical companies for the third year running. It is only through the commitment of all our people that we have been able to achieve these results, year on year.





# Taking the right steps to reduce your footprint

The Ricoh Carbon Balanced Production Printing Programme has three steps to analyse, optimise and neutralise your carbon emissions.

## 1. Analyse your current carbon emissions

The starting point for the programme is an in-depth analysis to determine the annual carbon emissions of your printing activity. We will analyse areas such as your Ricoh production systems, the paper used, energy consumption, delivery distances of supplies and the travelling distances of our engineers to service your machines.

## 2. Optimise your carbon footprint

Our comprehensive Business Driver Programme™ will help you connect to resources and services to help you through every stage of becoming more sustainable. You will gain access to a carbon calculator, which will enable you to identify the carbon generated per print job. This will allow you to calculate greener ways to produce the job by using different types of recycled media for example. We will also help you to minimise energy consumption, suggest ways to help minimise print waste in your regular production processes and review recycling practices of both output and machine supplies.

We will continue to monitor your printing processes with a view to minimising carbon emissions on an ongoing basis. This will form part of the annual Ricoh Carbon Balanced Printing certification.

## 3. Neutralise your remaining and unavoidable carbon emissions

Even when every possible step has been taken to optimise the production process and minimise the environmental effects, there will still be unavoidable carbon emissions as a result of printing. Our final step allows you to neutralise the remaining emissions generated by Ricoh production printing systems with Certified Emission Reductions (CERs). These CERs are derived from official clean energy projects which come under the UNFCCC (United Nations Framework Convention on Climate Change) in which Ricoh is investing.

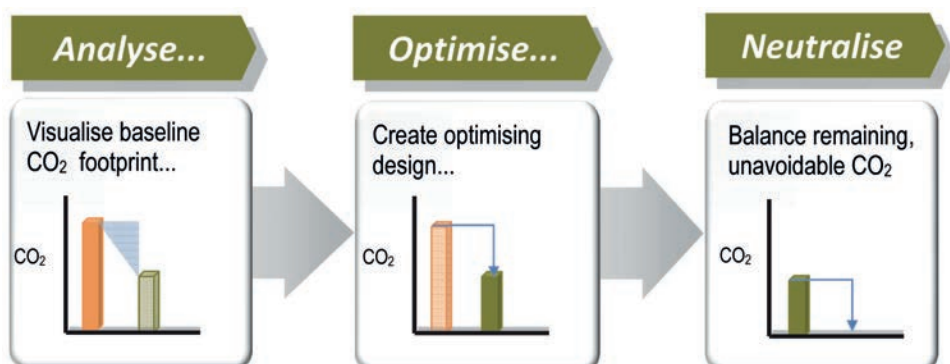
When you commit to the Ricoh Carbon Balanced Printing Programme and neutralise your unavoidable carbon emissions for the year, certification will provide you with evidence that every printed page on your Ricoh

production printing system has been carbon balanced with Ricoh's CERs. As Programme members, we will also help you promote the actions you are taking towards a more sustainable printing approach to existing and new customers.

At the end of the year we will reconcile the amount of CERs used with the actual amount of carbon emitted, while making plans to renew your certification for the forthcoming year.

## A validated approach

The Ricoh Carbon Balanced Printing Programme has been verified by the British Standards Institution (BSI), a global independent standards body renowned for its vigorous testing. BSI's independent audit concluded that Ricoh's method for analysing, optimising, and neutralising carbon emissions from production printing is transparent and robust, and also offer print service providers with a best practice approach to environmental responsibility.



### **Differentiating with Ricoh**

As a participant in the Carbon Balanced Printing Programme you can differentiate yourself as an environmentally responsible business by being certified as an official 'Ricoch Carbon Balanced Printer'. You will gain access to services, tools and marketing material that will help you promote your new status and commitment to the environment. By using our online carbon calculator, you can also provide evidence to your clients that each job you produce for them has been carbon-neutralised through Ricoh.

### **Making your print services even more sustainable**

Sustainable working does not just limit climate change and protect natural resources. It is often also adopted for cost-saving reasons. By consuming less energy and fewer raw materials, you save money, improve your turnover and increase your margin. More and

more printing businesses are turning to Ricoh to achieve the benefits of sustainable business practices and reviewing ways to help their clients be more sustainable too.

### **From on demand to carbon-neutral**

The on demand production of printed material on Ricoh production systems means that you can produce the precise volumes required for any occasion and update information as and when needed. Your client therefore no longer needs to keep large stocks of printed material which often become out of date and surplus to requirements. By printing on demand and thereby reducing waste, you can make all the printed material that you produce on Ricoh's production systems even more sustainable.

### **Sustainable materials**

Printing companies are reducing their environmental impact in all sorts of

ways. For example, you might be using fewer harmful solvents, be moving to alcohol-free printing or be opting for bio-inks.

Your choice of sustainable paper also makes an important contribution to the sustainable nature of the printed material. Quality marks such as PEFC and FSC guarantee the user that the paper has been made from wood sourced from sustainably managed forests. Ricoh can advise on the right media for the job and can even introduce you to new environmentally responsible paper products that help to minimise carbon emissions.



# Business Driver Programme™

As a Ricoh customer committed to the Carbon Balanced Printing Programme, we'll help you take the first steps in implementing new environmental processes and certify you as a 'Ricoh Carbon Balanced Printer'.

Our comprehensive Business Driver Programme™ will help you connect to resources and services to help you through every stage of becoming more sustainable. With a key aim to help grow business and accelerate profits, the Business Driver Programme™

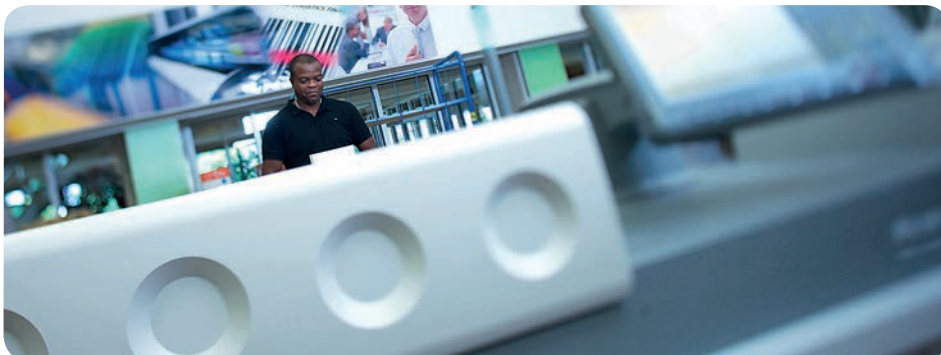
also helps to improve your skills, your business performance and generally make the most of your investment in Ricoh solutions.

For further details visit:  
[www.ricoh-europe.com/businessdriver](http://www.ricoh-europe.com/businessdriver)

## How to get started

Contact your local Ricoh office to set up an appointment with one of our consultants.

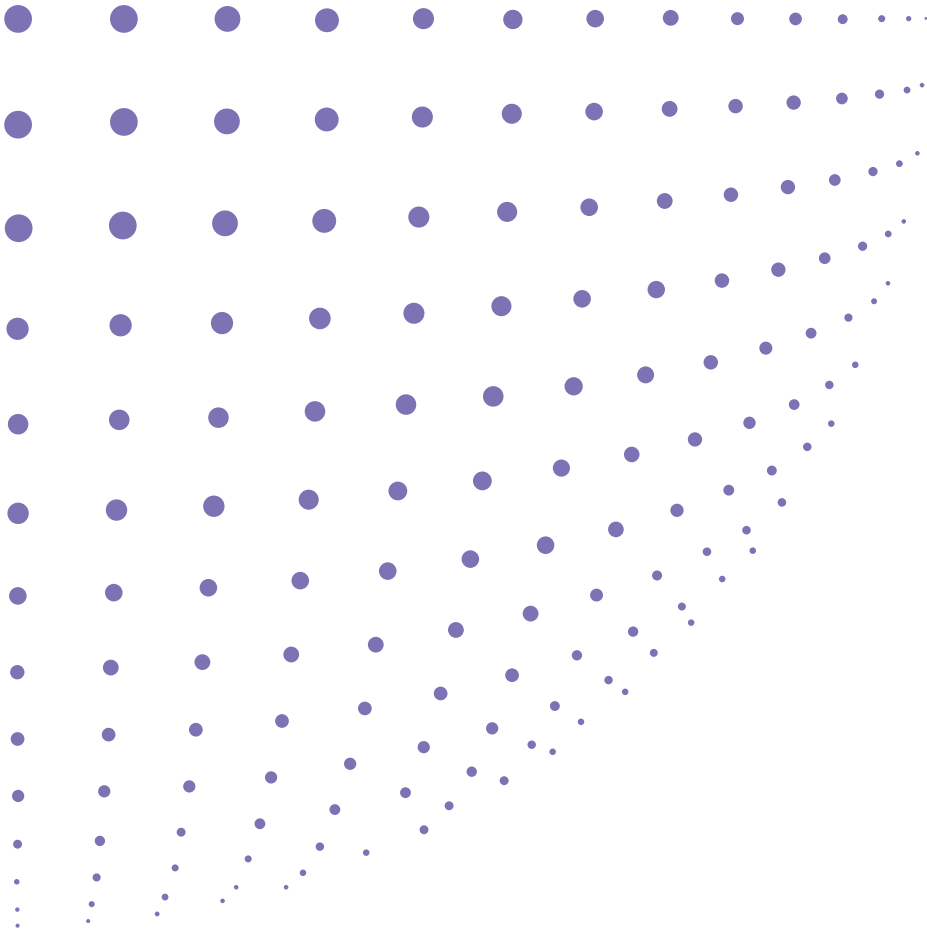
For further information of the programme or details of your local office please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)



A person is holding a white rectangular sign in front of their chest. The sign has green text printed on it. The person is wearing a white t-shirt and dark blue jeans. The background is a plain, light-colored wall.

**Print any  
colour.  
We just  
prefer it if  
it's green.**

**RICOH**



# RICOH

Office Solutions    Production Printing    Managed Document Services



ISO9001, ISO14001, ISO 27001 certified

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For more information, please contact