

you can  
**Canon**

GREENER DOCUMENT SOLUTIONS

# Printing only in green

ENVIRONMENTAL BUSINESS SOLUTIONS





## Canon – committed to the environment

### OUR COMMITMENT TO KYOSEI

Since 1988 Canon has made Kyosei – “living and working together for the common good” – a living principle by requiring employees to make a commitment to responsible working practices. We seek to demonstrate it in every aspect of our corporate mission, goals, culture and behaviour.

### OUR COMMITMENT TO ENERGY CONSERVATION

As part of our long-term work towards environmental improvement, we have introduced a number of new technologies which improve the energy efficiency of our products, ensuring that in every case they consume less energy than their predecessors.

### OUR COMMITMENT TO FACTOR 2

Canon has set a quantifiable environmental goal, called Factor 2, which we aim to achieve by 2010.

This commitment will reduce our environmental burden by doubling our resource efficiency through an increase of the ratio of net sales to life cycle CO<sub>2</sub> emissions by a factor of 2.

When achieved, this will be due to meeting our targets in the following areas:

- Resource conservation
- Energy conservation
- Elimination of hazardous substances



By achieving this Canon aims to secure its position as an industry leading environmental company.



## Together, we can lessen our impact on the environment

Every year, 31,200 tonnes of CO<sub>2</sub> is emitted by Britain's road traffic<sup>1</sup>.

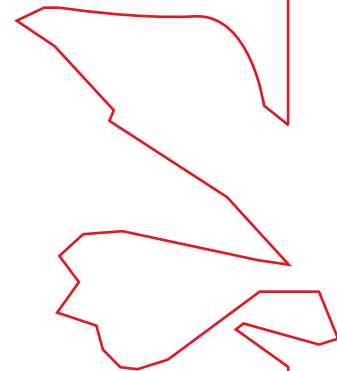
Every day, almost a million tonnes of waste is generated in the UK<sup>2</sup>.

One look at these bare facts concerning the impact modern life has on the environment, and it appears that anything you and your company can do to stem the tide is just a drop in the ocean.

We believe otherwise. For example, our environmental activities have already been recognised by one of the world's most significant names in the field: we were the first company to become a Conservation Partner of WWF, the global conservation organisation.

If every company in the world took a few simple measures in their print environment to improve energy and resource conservation and eliminate hazardous substances – the same measures that Factor 2 commits us to taking – the benefit to the wider environment would be almost incalculable. And along the way, they'd find there are also significant savings to be made.

**What can you do? Let us explain...**



1. Manchester Metropolitan University.  
2. Based on Defra figures for 2002-3.



# Using this guide to be green

This guide makes it easy for you to see at a glance the Canon solutions which offer real environmental benefits and the areas in which they make a difference. You'll also discover how a few simple steps can take your business from being green to becoming a truly environmentally responsible organisation.

## Where you can make a difference

With the help of the environmental functionality Canon builds into its devices, it's easier than you might think to make major savings in one or more of these three areas.



**RESOURCE  
CONSERVATION**



**ENERGY  
CONSERVATION**



**ELIMINATION  
OF HAZARDOUS  
SUBSTANCES**

When you see one of these icons, you'll know instantly where the environmental saving is.

## How your business can become more environmentally friendly

Follow our simple three step guide and find the appropriate solution level for your organisation.



## How green do you want your business to be?

**1 Green • 2 Greener • 3 Greenest**

Remember, however green you choose to be, you'll be amazed at how little it takes to make massive improvements, and how much money it can also save you.



**DID YOU KNOW?**

It takes just 4 seconds to switch to double-sided printing – yet making that simple change can save you £3000 a year.\*

\* (based on annual paper consumption of 50 reams/head in an office of 50 employees with a 40% paper saving with duplexing purchasing paper at £3/A4 ream).



# How **green** do you want your business to be?

**Secure Print –**  
No unwanted printouts are left on device, saving resources



## Green Greener Greenest



- Canon's **Secure Print** option reduces the number of print jobs that are left in the printer and never collected.
- Use your printer's **double-sided** option as the default, and you make significant cuts in paper consumption.
- Set individual or department **print quotas** to help manage the volume of printing being carried out and educate users to see print as a valuable resource.



1 Green • 2 Greener • 3 Greenest

### DID YOU KNOW?

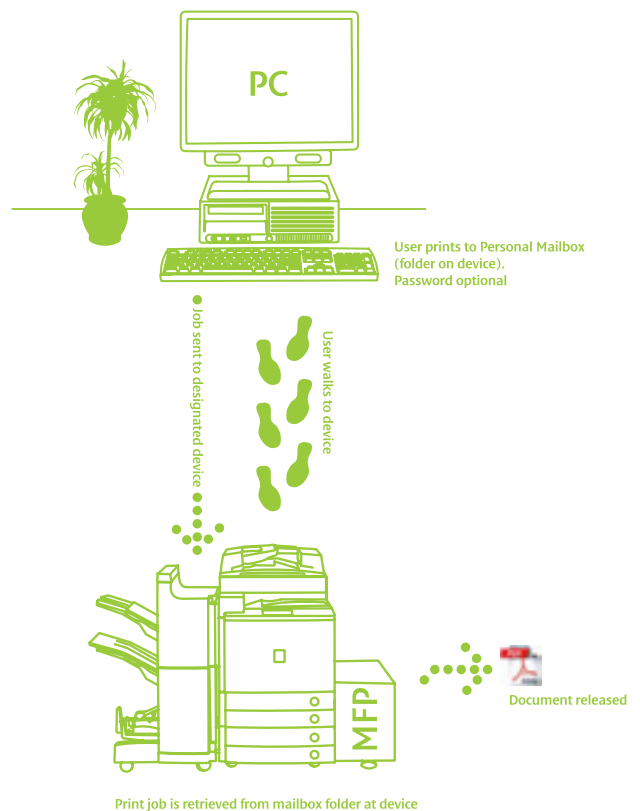
Canon has a range of recycled papers that enables your company to reduce the impact on forests throughout Europe.

## Green Greener Greenest



- Set up Personal Mailboxes making each user print to a folder on the device, this will reduce the number of print jobs that pile up at the printer, cutting waste.
- A Canon Workgroup print solution combines multiple office peripherals (fax, scanner, printer, copier) into one device, reducing your total resource burden.
- Make sure that your company uses Canon-recommended recycled papers.
  - To ensure consistent document quality from paper that is produced using 100% recycled paper.
  - To ensure optimum device function.
- Use printers with Canon on-demand or Induction Heating (IH) fixing technology.
  - On-demand fixing technology helps reduce power consumption by as much as 78%.
  - IH fixing cuts warm-up times and power consumption significantly.
- Additionally, you could implement user network log-on (Single Sign-on), which reduces waste by only allowing registered users access to device functionality.

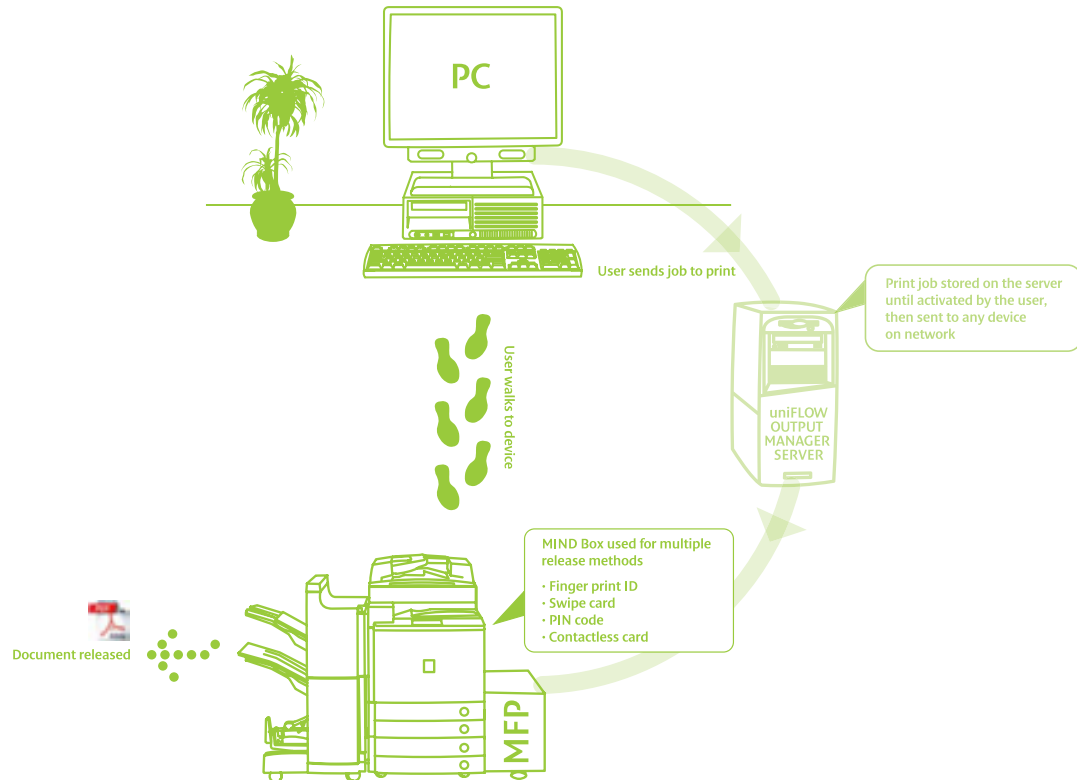
### Personal Mailbox – Eliminates unnecessary paper waste



A photograph of a forest stream with water cascading over moss-covered rocks. The scene is vibrant green, with dense foliage and tall trees in the background. The text is overlaid on the middle of the image.

How **green** do you want  
your business to be?

**uniFLOW Output Manager –**  
Print devices are used in the most resource efficient way



## Green Greener Greenest



- Install uniFLOW Output Manager from Canon and:
  - Every job can be redirected to the most appropriate device – i.e. avoid burdening small devices with large print runs.
  - You cut the number of times that jobs have to be reprinted.
  - You know exactly who's printing what, and who's wasting paper, so you can make the necessary changes.
  - You gain access to print jobs from any device on the server.
- Add Canon's Modular Identification Network Device, MIND box, to your uniFLOW Output Manager installation for multiple retrieval methods.
- Use eCopy software from Canon to manage and send more documents electronically, cutting costly post and courier traffic.

### DID YOU KNOW?

The standby energy consumption of Canon's new devices is just 3w, compared to 690w for older devices.\*

\* compares iRC4580i to iRC2105.

1 Green • 2 Greener • 3 Greenest





















## DID YOU KNOW?

Canon has become a member of WWF UK Forest & Trade Network to establish processes to source papers from reliable, known wood sources.

## What's the benefit to my business?

However green you choose to be, you're guaranteed to save your company money. But these simple measures can do so much more for your business and the environment as well.

- Your workplace becomes a more comfortable, cleaner place.
- Your company is recognised as being environmentally aware.
- You improve efficiency and save money.
- You cut down on the amount of resources and energy you use, as illustrated in the chart below.

	Resource Conservation	Energy Conservation	Elimination of Hazardous Substances
Double-sided printing			
Secure Print			
Print quotas			
Canon Workgroup print solutions			
Canon-recommended media			
Canon on-demand or Induction Heating fixing technology			
Personal Mailboxes			
uniFLOW Output Manager from Canon			
Canon's Modular Identification Network Device box			
eCopy software from Canon			



RESOURCE  
CONSERVATION



ENERGY  
CONSERVATION



ELIMINATION  
OF HAZARDOUS  
SUBSTANCES

# Working with Canon to help the environment

## **We're global**

Our world-wide reach and local knowledge can support your company, wherever its sites are.

## **We're experts**

Our print consultants are there to help you get to grips with all aspects and impacts of printing, including reducing its effect on the environment, and our project management team helps implement the most appropriate solutions.

## **We're not just a hardware vendor**

We deliver more than hardware – we deliver solutions designed to help IT managers cut costs and administration while improving efficiency.

## **We constantly innovate**

In 2005, Canon filed nearly 2000 requests to the US Patents list, making it the 2nd most innovative company on the list.

## **We care about the environment**

We're committed to reducing the impact we and our customers have on the environment.

## **Others recognise our qualities**

Canon recently won the prestigious BERTL 'Readers' Choice Awards' for 'Colour Monochrome Reliability' and 'Best Colour Image Quality'.



1 Green • 2 Greener • 3 Greenest



**DID YOU KNOW?**

To make workplaces cleaner, Canon's proprietary roller-charging technology delivers ozone-free operation.

**DID YOU KNOW?**

In 1998, Canon Europe became WWF's first Conservation Partner.

you can  
**Canon**

**falcon**

**We make it simple**

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