



# Fuji Xerox and environmental sustainability



*'Sustainability in its broadest sense underpins our business. We aim to run Fuji Xerox Australia based on a set of principles that guide continuous improvement across economic, environmental and social criteria. Our responsibility to internal and external stakeholders spans these three pillars of sustainability. Whether they are employees, customers, business partners or the broader community, our stakeholders expect us to act as a good corporate citizen by finding the right balance between economic, environmental and social considerations.'*

**Andy Lambert, Managing Director,  
Fuji Xerox Australia**

# Fuji Xerox and environmental sustainability

## Corporate commitment

Climate change has put environmental sustainability high on both corporate and government agendas. The Fuji Xerox focus on customers, quality and environmental performance means that we have been addressing some key principles of corporate sustainability for some time.

Environmental sustainability is well-embedded in our business, thanks to a long-standing commitment to environmentally responsible product design, an extended producer responsibility program that is second to none, and ISO-certified environmental site management.

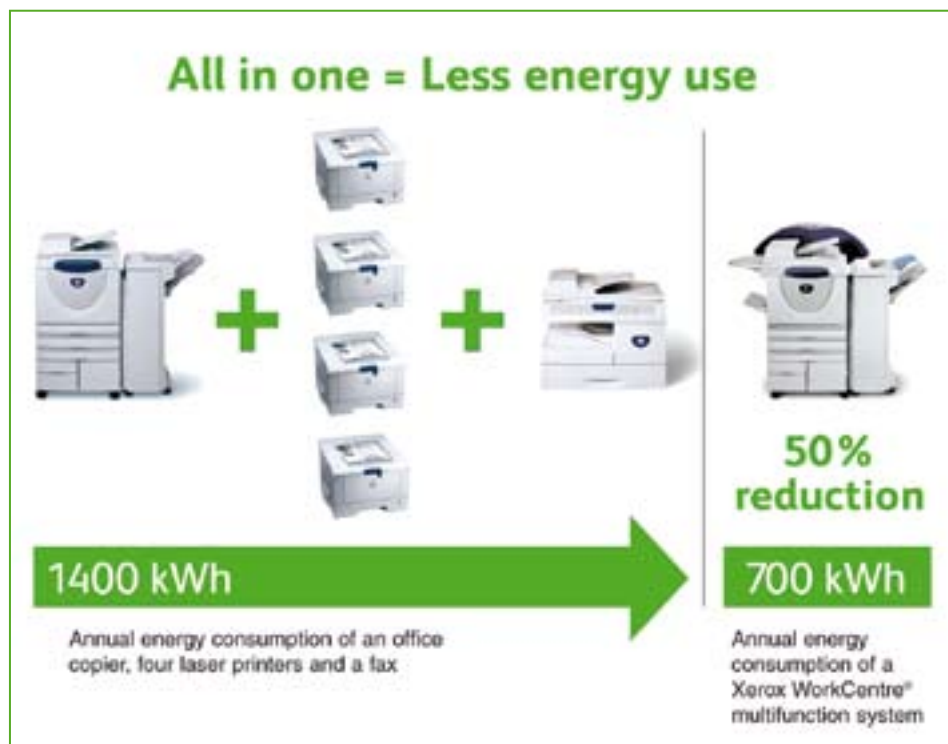
## Helping customers become more sustainable

We are also committed to work with our customers to help them improve their own environmental performance. We believe strategies to achieve a more environmentally sound document system should also support organisational objectives for reducing costs and increasing productivity and efficiency. Our equipment features energy efficient enhancements and our document software and digital technologies can reduce paper usage. Our services enable clients to improve the efficiency of document intensive business processes and optimise their equipment infrastructure to save costs and cut carbon emissions.

## Design for the environment

Every piece of Fuji Xerox equipment, from multifunction office devices to high volume production presses is designed with the environment in mind, enabling our customers to feel confident that they are working with an environmentally responsible business partner. Our parent company's environmental initiatives start from the design stage of product development, where we incorporate technologies that:

- Eliminate the need to use hazardous material such as lead-based solder;
- Enable low energy consumption during use of the machine;
- Utilise innovative and energy efficient toner and ink technologies;
- Minimise the use of new resources; and
- Will later facilitate the remanufacture or recycling of used machines and parts.





*'By embracing extended producer responsibility and through its approach to remanufacturing of equipment and parts, Fuji Xerox has demonstrated a commitment to environmental responsibility and efficiency. Fuji Xerox Australia can be justifiably proud of its efforts to become a 'sustainable corporation' by grasping the strategic business value and opportunities inherent in sustainability challenges. Its leadership in aspects of corporate sustainability provides a benchmark for other organisations.'*

**Dexter Dunphy, Distinguished Professor, School of Management, University of Technology, Sydney**

### Cutting costs and carbon in the office

Office environments are generally characterised by a disparate range of separate copiers, printers, faxes and scanners. On average, Australian organisations have one device for every 3.7 employees and equipment is generally used less than 2% of the day. This can lead to excessive equipment costs, as well as inefficient use of electricity, consumables and space. Immediate business and environmental efficiencies can be achieved by consolidating those devices in one energy-efficient multi-function device.

### Carbon calculator

Fuji Xerox Australia has developed a carbon calculator that estimates the energy consumed through the operation of an office document infrastructure. The calculator can also illustrate the potential for carbon emissions reduction by optimising the document infrastructure. We can show how replacing and/or consolidating devices reduces carbon footprint while providing enhanced functionality and a platform for future innovation.

[www.fujixerox.com.au/carbon\\_calculator](http://www.fujixerox.com.au/carbon_calculator)

### A leader in product stewardship

Fuji Xerox was first to market with products made from reused components. Fuji Xerox takes responsibility for all end-of-life products and remanufactures or recycles them to achieve over 99% resource recovery. By incorporating policies for future remanufacturing and recycling into our product design process, we have avoided almost 100,000 tons of carbon emissions and reduced the requirements for raw materials by 17,400 tons, between 1995 and 2007.

### Sustainable paper

Fuji Xerox supplies a range of sustainable papers. We assess our suppliers' social and environmental performance and have recently gained Forest Stewardship Council Chain of Custody Certification. We also supply papers with recycled content.

### The new business of responsible communications

Our customers in the high volume communications space are increasingly aware of the potential environmental impact of print communications. By providing advanced digital printing technology and a suite of complementary software and managed services, we help our high volume communications customers:

- Reduce environmental impact associated with traditional offset printing;
- Focus on good creative design and relevant content to increase response rates;
- Improve workflows to minimise printed output from proofing;
- Combine printing with other marketing strategies and channels;
- Ensure distribution and targeting is efficient and avoid wastage of materials and associated costs;
- Ensure paper is sustainably sourced.



### ECO-EA toner

All new Fuji Xerox office multifunction devices incorporate Emulsion Aggregation (EA) Toner. EA Toner requires less energy to manufacture, consumes less energy when used to print, lessens toner wastage and results in better quality prints. Now Fuji Xerox has developed an even more energy efficient 'EA-Eco toner', which can be fused to paper at a temperature more than 20°C lower than conventional EA toner, reducing power consumption up to 40% during fusion, the most power-intensive process in document devices.

### Energy efficient equipment

Fuji Xerox products have won the Japan Energy Conservation Center Awards for nine consecutive years – we remain the only company in our industry to have been awarded on such a consistent basis.

### Walking the talk

Every Fuji Xerox Australia site has an Environment Management System certified ISO14001. Our buildings will run on 100% Green Power by 2010 and we are currently recycling approximately 85% of our waste, to meet our zero waste to landfill target.

### Environmental scorecard

Fuji Xerox Australia has developed an online environmental scorecard that allows organisations to qualitatively evaluate aspects of their office document systems in environmental terms. The scorecard assesses printing practices, procurement, recycling and equipment management and ranks these organisational behaviours on a green-amber-red scale. The interactive tool also suggests opportunities for improvement in line with good practice in those areas.

### Fuji Xerox wins prestigious Eco Products Awards

Fuji Xerox equipment won the prestigious Minister of Economy, Trade and Industry Prize at the 2007 Eco Products Awards in Japan – a first for our industry. Previous winners include the Toyota Prius. The five winning models were the **ApeosPort / DocuCentre III C3300 / C2200** colour digital multifunction machines, as well as the **DocuPrint C2250**, a colour printer. These devices incorporate **lead-free shafts**, a beyond compliance step towards further removing hazardous substances from our products. Innovations in the design of this equipment deliver an Energy Star™ power-save as little as 1.5 watts. In addition, the integration of a light-emitting diode (LED) enables more compact, lighter and quieter machines compared with those using the traditional Raster Optical Scanner (ROS) system.

For further information on the Fuji Xerox commitment to environmental sustainability download our ACCA award-winning and AA1000 assured sustainability report from [www.fujixerox.com.au/sustainabilityreport](http://www.fujixerox.com.au/sustainabilityreport)

## About Fuji Xerox Australia

Fuji Xerox Australia is one of Australia's leading document management technology and services companies marketing innovative technologies, products and solutions.

Our mission is to be the unrivalled leader in providing print and electronic document services and solutions, as well as business process expertise to government and business communities.

With more than 12 billion pages produced on Xerox technology in Australia annually, Fuji Xerox has the experience and knowledge to design and implement document solutions for offices, print rooms, commercial printers or publishing environments, with expertise that includes Print Solutions, Software, Managed Services, Consulting and Integrating Services and Supplies.

The company, its management and its staff are driven to create sustainable value for its customers and that is reflected in its commitment to environmental responsibility and continuous improvement across all aspects of the business.

For further information, please visit [www.fujixerox.com.au](http://www.fujixerox.com.au)

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Protecting the environment is a fundamental component of our company's commitment to corporate citizenship. At Fuji Xerox Australia, we supply products that have been designed with both our customers and the environment in mind. As a world leader in the development of parts and components Remanufacturing Programs, we have made Eco Manufacturing an integral part of our business.

All our sites have achieved ISO 14001:2004 Environmental Management System Certification, as a demonstration of our commitment to protecting the environment.