

Inspirations

AUTUMN 2007

Waste not, want not – Fuji Xerox participates in House of Reps environmental roundtable discussions

Strong, kind and interesting: Sustainability Report released

Dial XMPie for success – U&I Direct uses Fuji Xerox software to overhaul telecommunication client's mail pack



Strong, kind and interesting: Sustainability Report released

The annual report is dead... long live the Sustainability Report!

Fuji Xerox has taken stakeholder reporting to a new level with its compelling 2006 Sustainability Report. Of course it has the necessary financial numbers, but it also profiles the environmental work Fuji Xerox is undertaking and how the company has met the sustainability challenge.

"Under the motto, 'strong, kind and interesting', the company wants to share these results with anyone interested in how we are striving to find the right balance between financial, social and environmental considerations. It is a demonstration of our commitment to corporate social responsibility," said Ramsay Moodie, corporate affairs director.

Highlights from 2006 include:

- Record revenue growth – from A\$566m to A\$632m;
- Launch of a new employee recognition program called The Winning Edge;
- Over 94% of customers satisfied;
- New community partnerships with the Australian Business Community Network and the Redfern Waterloo Authority;
- Winning Japan's Energy Conservation Centre's Award for an unprecedented seventh year running (awarded for products that achieve high output and low power consumption);
- The launch of the first multifunction printer using eco-friendly solid ink technology to reduce energy usage, CO2 emissions and waste;
- The launch of eco-friendly x-ray print technology (uses paper instead of plastic film; no chemicals, paper is easily used/ recycled and helps to reduce energy levels as no light box is required);
- Developing a 'new and improved' version of Green Wrap recycled paper to help reduce paper going to landfill;
- Relocation of Fuji Xerox's Canberra branch to an award winning, state-of-the-art, eco-friendly building;
- A 29% reduction in Fuji Xerox waste to landfill (up from 17% in 2005);
- An 8% reduction in measured CO2 emissions (doubling 2005's figure of 4%); and,
- A commitment to purchase 100% 'green electricity' from now on.

Want to know more? Download the report at: www.fujixerox.com.au/about_us/sustainability_report.jsp



Remote RX for printers now available

With production printers capable of producing up to a million or more impressions per month, maintaining A1 health is imperative.

A suite of new remote internet services that help customers maintain printer health, all deployed from Fuji Xerox's Command Centre at the Australian Technology Park, is just what the doctor ordered

Customers can now access a new tool called eAnalyst (remote viewing and control) that functions like an on-site trouble shooter. Initiated by the customer when a technical problem occurs, it allows the Command Centre team to view the customer's workstation or digital front end via the internet, enabling faster diagnosis and resolution of technical issues.

There's also preventive care in the form of eHealth, a new tool that the Command Centre can use to actively monitor a customer's print engine and proactively identify any potential issues before they become serious. eHealth is for customers with iGen, Nuvera, DocuColour 7000 and 8000 and will soon be available for the DocuColor 5000 as well as the DocuTech series.

"Rather than waiting on a service call, the idea is to empower customers with the tools and support to solve problems quickly," explained Marc Parkes, Command Centre Manager.



The Command Centre at the Australian Technology Park, Sydney.

Licensed to chill



Use Xerox's Freeflow to support your production equipment?
Got a Freeflow software license that needs to be renewed?
The Fuji Xerox Command Centre team now lets you renew annual licenses remotely.

License renewal files are now generated 90 days before licenses fall due for renewal. "We proactively contact customers to let them know their licenses are going to expire," said Marc. "This way they don't get that annoying 'expiry imminent' message on their computer screen! Then, using our remote support tools, we are able to renew their license on the net."

The Command Centre team is concentrating its efforts on customers in non-metro and more remote regions. For example, staff at one educational institution in central west NSW had their licenses successfully renewed, with the procedure taking just 15 minutes for each renewal!

Two Fuji Xerox athletes head to Melbourne



As Meatloaf liked to say: "2 out of 3 ain't bad!"

With the 12th FINA World Championships just around the corner, Fuji Xerox Australia sponsored athletes Libby Lenton, Jessicah Schipper and Alice Mills competed at the selection trials in Brisbane in early December.

As only the first two in each final are eligible for the World Championships, Alice unfortunately missed selection. It just shows how incredibly tough it is to make the Australian team – with her performance, Alice would have made almost any other national team in the world!

Libby and Jessicah will join an estimated 2000 athletes, representing up to 175 countries, competing across five disciplines:

- Swimming
- Open Water Swimming
- Water Polo
- Diving
- Synchronised Swimming

The Championships will take place in Melbourne between 17 March and 1 April 2007. The event is expected to attract 12,000 interstate and international visitors to Melbourne and the estimated global television audience will reach one billion.

Our girls' results from the Trials are below:

	Gold	Silver	Bronze
50m Freestyle	Libby		Alice
100m Freestyle	Libby		
200m Freestyle			Libby
50m Butterfly	Libby		Jess
100m Butterfly	Jess	Libby	
200m Butterfly	Jess		
Total medals	5	1	3

Fuji Xerox Australia wishes Libby, Jessicah and all the athletes the very best of luck!



Dear Diary...

Once again Fuji Xerox's sponsored athletes have taken some time away from their busy schedules to tap some thoughts into their web diaries...sharing their experiences with Fuji Xerox staff and customers alike. Take a peek at www.fujixerox.com.au/about_us/olympic_sponsorships.jsp and see what goes on in the mind of an elite athlete!

Jessicah Schipper happily notes that she qualified for the FINA World Championship Team in her two favourite events – the 100 and 200m butterfly. "Just doing those two lets me concentrate on what I do best and I have a huge training program set out for me..."

Libby Lenton candidly writes about her first experience with negative media attention, noting "it hurt me more that I felt my values as a person were being attacked." Shaken, she nevertheless noted positively: "This was an opportunity for me to learn and grow as a person and I was happy with how I finished the meet." (Libby's off to Melbourne to compete in the 50m and 100m freestyle and 50m and 100m butterfly events). She also writes about the fun of going to the Telstra Awards where she received the Swimmers' Swimmer Award. "It's pretty special to know that you have the respect and support of so many athletes..."

In her diary entry, Alice Mills talks about her hopes for her training, but focuses mainly on her university results (she's just finished her first year). She was delighted to report that she walked away with a credit in both of her subjects, Data Analysis in Science, and Systemic Anatomy and Physiology. "One year of uni completed. Yay! Being a part time student means only five years to go. Oh help me..."

Keep visiting the diaries for regular updates from the athletes.

Waste not, want not

Country wide, Australians put 20 to 30 million tonnes of waste into landfill each year. Sound worrisome? It is.

Recently the House of Representatives' Environment & Heritage Committee asked Andy Lambert, Fuji Xerox's managing director, to participate in a roundtable discussion about this and other waste issues.

Represented by Ramsay Moodie, corporate affairs director, Fuji Xerox took the opportunity to share views on sustainability leadership, the benefits of recycling and remanufacturing and the importance of 'design for the environment' – including the design of products to minimise environmental impact. He also argued for government to have a greater regard for the environment in their buying practices. Each point was backed up with examples from Fuji Xerox's business.

Moodie emphasised the need for leadership in moving the sustainability agenda forward. "Good environmental and sustainability principles can't be 'bolted onto' a business; they need to be embedded in the business culture and championed by its leadership," he said.

"With recycling processes on the company's end-of-life equipment now achieving resource recovery outcomes in excess of 99%, and building on the already established high-tech remanufacturing capabilities of its Zetland Eco Manufacturing Centre, Fuji Xerox believes it is close to world best practice. The company is delighted at the increasing array of customers that factor this into their purchasing decisions," concluded Moodie.



What's FXA doing on the landfill front?

Fuji Xerox continues to work on its 'zero waste to landfill' objective and has demonstrated some useful improvements this year. In particular, a promising project is underway for the use of waste toner as an alternative fuel in a cement kiln. With a calorific value greater than anthracite coal, toner is potentially an attractive fuel. Although trials are still underway, the project is looking promising in finding a use for waste toner that would otherwise go to landfill.

Meanwhile, the latest generation Green Wrap recycled paper continues to help reduce the amount of paper that goes to land fill. Being recycled it also saves on a significant amount of CO2 generation in its manufacture. A new campaign this year reminds people to purchase and use recycled content products wherever possible.

Fuji Xerox's Eco-Manufacturing Centre in Thailand is being used for the disposal of end-of-life equipment to achieve a 99.4% resource recovery, which the company regards as a key differentiator.

In addition, Fuji Xerox consistently maintains its effort in improving its own recycling system and has also started to implement co-mingled waste recycling at some of its larger sites for the recycling of drinking containers such as glass and plastic bottles, milk and juice cartons.

The company is also striving to better monitor and report on its waste performance, with its network of environmental coordinators ensuring that all waste generated is monitored whether it is being recycled or landfilled.

Dial XMPie for success



*Nathan Butler and Cathryn Warren
from U&I Direct*

U&I Direct uses Fuji Xerox software to overhaul telecommunication client's mail pack.

U&I Direct, a personalised communications company (and Fuji Xerox customer), had a challenge: its client, vRoam Global, a telecommunications solution provider specialising in the business/travel market, needed to transform its direct mail pack for its corporate clients.

The issue: corporate travellers need detailed but concise instructions on how to use vRoam Global's temporary mobile phone SIM cards for overseas locations. But the instructions were too heavy and complex to navigate, leading to disgruntled customers having to make multiple calls for help.

U&I Direct turned to Fuji Xerox's XMPie variable information software to provide a personalised cross-media solution. They created new customer packs and personalised print/SMS-based communications generated daily using the XMPie software.

vRoam Global's cluttered user guide was rewritten and redesigned into a concise, easy-to-read colour brochure. The new brochure is personalised, including each customer's name, overseas roaming number and detailed trip itinerary.

Next, U&I Direct created a personalised, detachable, identification card that can be stored in a wallet for easy reference. It lists the customer's SIM card number, PIN and personal details. A postage-paid return envelope goes in each pack to facilitate easy return of the SIM card when the customer returns from overseas.

Country variables and call packages, along with variable text/graphics, are included in the customised packs. When U&I Direct download daily customer orders, the customer data is merged using XMPie software and packs are printed using a Xerox digital colour production press.

Bonus: a personalised, automated SMS message notifies each customer of the pending mail pack delivery. A later SMS message acknowledges the customer's arrival back into Australia with a reminder to return the SIM card.

Benefits? A happier clientele with a dramatic drop in customer 'angst' calls, which in turn leaves vRoam Global staff free to pursue other business opportunities. There's also been a rise in SIM card return rates. For U&I Direct, success has translated into more ongoing work from a satisfied client.

New finishing tools

Fuji Xerox Document Supplies has launched a host of new finishing tools to help customers produce customised solutions in house and on demand. This month's offerings include:

Zip-21 Card Cutter

A unique machine designed to handle print-on-demand business cards, postcards, greeting cards and other multiple 'up' products commonly produced on digital out-put equipment. The Zip-21 Card Cutter cross cuts the sheet with a guillotine and then, with an easily adjustable blade cassette, will slit and/or score the sheet immediately before it exits to the delivery tray. This clever combination of cutting mechanisms allow for a multitude of common products to be accurately processed in a single pass, providing outstanding productivity, versatility and value.

Xerox Tab Cutters

Now every print room can produce customised and personalised tabs as well as unique 'cut away' style tabs using the Xerox range of Tab Cutters. With the choice of either a manual, semi automatic or automatic machine, these Tab Cutters offer printers

huge opportunities to provide a complete one-stop personalised document to their clients. With the ability to cut between 2 to 31 tabs, these Tab Cutters are perfect for price books, reports, manuals and small-to-medium-run documents.

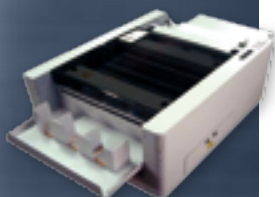
UB460 Laminator

New to Document Supplies, the UB460 Celloglazing machine is a proven solution, allowing easy lamination for digital printing. Now users can laminate a job with confidence knowing that the film will not lift, crack or fail to enhance the printed job. The UB460 laminator is a simple-to-use one person operation system with an accurate belt feed for perfect overlap registration at high speeds. It is ideal for one off or larger jobs and features an 'inbuilt de-curl bar system' which is perfect for lightweight stocks. Now you can add a matte or gloss finish on both sides of your business cards, catalogue covers, book covers, financial reports, postcards and more.

For further insight into Fuji Xerox Document Supplies product offerings visit: www.xeroxsupplies.com.au



Xerox Tab Cutter



Zip-21 Card Cutter

DocuColor 5000 a boon for mid-size printers

They must be putting something in the water! The Fuji Xerox family of production printers continues to grow at an amazing pace. The latest addition: the 50 page-per-minute DocuColor 5000, a digital colour press to cater for printers with mid-range monthly print volumes.

The DocuColor 5000 Digital Press provides the image resolution, wide substrate support, advanced features and vigour of higher-end DocuColor devices at a lower price. It is designed especially for printers who average between 30,000 and 150,000 pages per month.

“Our customers had been asking for this kind of device to help them develop new business opportunities in the mid-production segment. We think this will fit the bill and also extend our leadership with this group of printers,” said Henryk Kraszewski, production marketing manager.

This latest offering features 2400 x 2400 dpi print resolution, tighter registration and a wider choice of colour management capabilities than other digital colour systems now on the market. It is ideal for creating marketing brochures, posters and customised direct mail, and maintains its speed when printing on heavy weight, oversized or coated paper. Another highlight: it's the first device to come with a new PC-based user interface driven by a keyboard and mouse, making programming jobs and image-adjusting simple. Want to know more? Call 131412 and speak to your account representative.



Let 'er RIP...

Got a DocuColor 5065 in your production facility? Then you may be interested to know there are now four high quality external colour servers available to drive this product. Designed to meet the needs of a range of print environments including commercial printers, graphic communications firms and in-house printing operations, all offer a variety of print control features to blend into existing workflow systems.

Fuji Xerox's own **DocuSP DSP250** offers a simple interface with advanced colour management and security features. Pantone licensed, it enables the DocuColor 5065 to replicate precise colours in the Pantone Matching System. There is a scan-to-network feature, enabling users to easily establish a comprehensive document scanning station that instantly creates a repository of scanned files on a network. This RIP is common to other Fuji Xerox DocuSP-powered devices to minimise operator training/administration.

EFI's **Fiery SP4000** provides a range of colour precision and control tools; variable-data print support, advanced workflow and security features. The Fiery SP4000 continues to deliver on the EFI tradition of fast and efficient workflows, accurate and consistent colour, made easy with its Graphical User Interface (GUI). It also comes with a number of significant production-class features, including professional-quality calibration.

The **Creo Spire CX250 Colour Server** comes in three configurations, from a remotely controlled version to a fully configured control station with professional upgrade kit. The kit allows the DocuColor 5065 to serve a high-end production market requiring highly accurate calibration/advanced colour management options. It supports imposition, secured remote scan options, production workflow tools and variable data printing in all leading file formats.

The **EFI Splash RPX-i** is a Mac-based workflow software option that increases colour control and improves workflow efficiency. It will help graphic arts and print professionals to produce professional colour documents for advertising agencies, design firms, marketing departments and creative services companies.

Fuji Xerox partners with industry experts to revolutionise multifunction devices



Research indicates that 90% of an organisation's information resides in hardcopy documents including invoices, reports, contracts and email and managing these documents is crucial to maintaining competitiveness. However, many organisations struggle to understand how they can do this effectively.

Equipped with this knowledge, Fuji Xerox recently partnered with Nuance, Captaris and Bear Solutions – all leaders in their respective fields – to co-develop best of breed solutions to help customers streamline their document workflows.

“In partnering with these leading organisations, we aim to offer innovative workflow solutions for Fuji Xerox ApeosPort multifunction devices (MFDs) to meet our customers' business needs and improve their productivity,” explained Ritesh Pathak, Fuji Xerox's product marketing manager.

The solutions – OmniPage for Apeos, RightFax for Apeos, Alchemy for Apeos and XCMS for Apeos – span scanning, server faxing, document management and cost recovery. Managed from one or more centralised servers and accessed via ApeosPort MFDs, these solutions enhance efficiency by streamlining workflows and help cut costs by providing managers with useful information to enable more informed decision making.

For end users, these solutions spell the end of tedious, manual hard-copy document handling and, best of all, they are extremely easy to implement and use.

Want to know more? Contact Fuji Xerox on 13 14 12 to arrange a free document workflow consultation and learn how this technology can help improve your hardcopy and electronic document workflows for better results.



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