



**KYOCERA'S  
ENVIRONMENTAL  
COMMITMENT IS A GREAT  
SOURCE OF PRIDE FOR  
ITS CUSTOMERS.**

#### **Environmental Charter**

Kyocera's Environmental Charter was established in 1991. Under this charter, Kyocera eagerly commits to environmental preservation activities on a daily basis. Kyocera has received accreditation from numerous conservation organizations including: "Green Seal" in the USA, "Blue Angel" in Europe, and the "Ecomark" in Japan.



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**KEEPING  
THE FUTURE  
GREEN**

**KYOCERA'S  
ENVIRONMENTAL  
INITIATIVES**



# KYOCERA'S VISION OF RESPONSIBILITY

Kyocera recognizes the burden that business activities can place on the environment. We strive to maintain a clear vision in pursuing a harmonious balance between economic development and environmental preservation. Kyocera operates under the following strict, worldwide environmental preservation measures:

- Ozone layer protection
- Waste reduction
- Energy and resource conservation

Furthermore, it's Kyocera's policy to develop products that can actively alleviate existing environmental problems.

## Environmental Footprint

- Kyocera developed an Environmental Action Plan, detailing clear environmental goals related to reducing environmental impact and producing eco-friendly products.
- The Kyocera Chemical Substance Management Standards comply with applicable laws and regulations and environmental label standards around the world.
- Kyocera also practices "Green Procurement," which involves procuring parts, materials and subsidiary materials of minimal environmental impact, thereby eliminating or reducing product-associated environmental risks.

## ISO 14001:2004 Certification

Kyocera Mita America's ISO 14001:2004 certification, for its environmental management system, reaffirms and supports Kyocera's environmental commitment. This voluntary certification, verified through an independent audit, acknowledges Kyocera Mita America for effective resource management and environmentally friendly practices. It underscores Kyocera Mita America's commitment to reduce waste and the consumption of energy/natural resources caused by normal operations such as sales, service and distribution.



## ENERGY STAR

Kyocera's multifunctional products and printers are ENERGY STAR compliant by helping to eliminate wasted energy through special energy-efficient product designs. ENERGY STAR uses less energy to perform regular tasks, and when not in use, automatically switches to low-power mode.

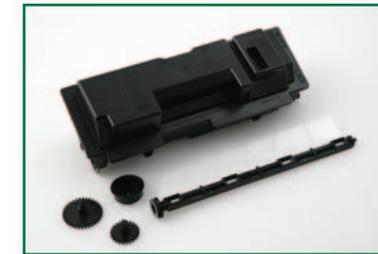


## The ECOSYS® Technology System



Technology that is environmentally friendly and highly economical is the foundation of Kyocera's unique printer line-up. ECOSYS printer technology also offers improved reliability, superior output quality and ease of service.

Kyocera's award-winning ECOSYS printers incorporate a durable imaging system based on Kyocera's patented Amorphous Silicon (ASi) and/or Organic Photoconductor (OPC) drums, capable of handling hundreds of thousands of prints. In traditional laser printers, these items are contained in the consumable cartridge and replaced each time the toner runs out; by making them permanent components, Kyocera greatly reduces the amount of waste generated by ECOSYS printers – as well as cutting the cost of consumables. The difference is clearly illustrated in the photos below.



### Kyocera ECOSYS Printer

Kyocera toner container including just five components and two materials



### Traditional Office Printer

Traditional laser printer cartridge containing 65 components, comprising various materials

For more information, please visit [www.kyoceramita.com](http://www.kyoceramita.com)