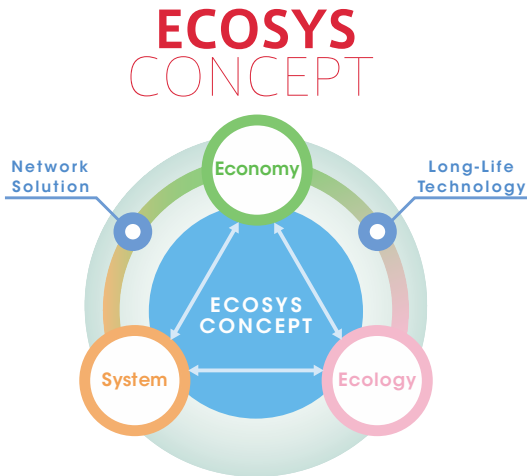


## Environmental Measures ③ Printers and Multi-functional Products

Printers of KYOCERA MITA JAPAN Corp. have been developed based on the ECOSYS Concept. This is the concept where environmental ecology and economy are balanced at a high dimension and intend to be integrated into the IT system.



### ECOSYS Technology

Supporting the ECOSYS is the original long-life technology concept of KYOCERA MITA JAPAN Corp. The aim of which is to create various kinds of technologies that will lead to parts and units with longer life. We are developing printers and multi-functional products pursuing 3R (Reduce, Reuse and Recycling) based on long-life technology (ECOSYS technology).

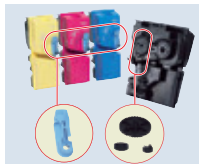
#### ● Long-life technology

Use of the “Amorphous Silicon Drum a-Si” with high-grade hardness and superior wear resistance of the photoconductive drum has made it possible to change conventional consumable photoconductive drums to long-life parts equivalent to the lifetime of the product, implementing the reduction of wastes.



#### ● Environmentally friendly structure design

Many insert-type part “subsets” permitting smooth removal and disassembly are used to form a product. We provide structural design that assumes the product will be reused and recycled.



#### ● Environmental consciousness for packing

For transporting photoconductive drums, we use returnable packing without producing unnecessary waste. The packing we have adopted since 2007 realized 36% volume reduction by improving the cushioning material.

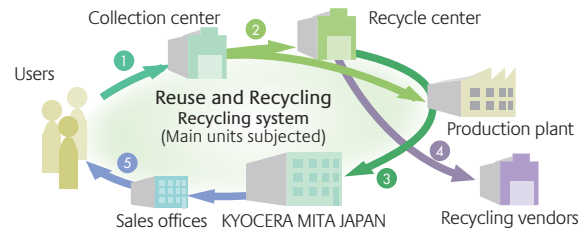


### Reuse and Recycling

We are not only concerned about the environment at the time of design but also at disposal. We collect used toner containers and main units from customers for reuse and recycling.

#### ● Collection, reuse and recycling of used multi-functional products

To aim at effective utilization of resources and realize a recycling society, KYOCERA MITA JAPAN Corp. has built an original resource recycling system. We conduct full activities for recycling not only by reusing parts but also subjecting parts that are unusable as raw materials to thermal recycling.



- 1 Collection** Used products are collected at the collection center.
- 2 Sorting** Machines to be reconditioned are sent to the plant, and machines to be recycled are sent to the recycling center.
- 3 Recondition** Maintenance parts and consumables are cleaned and replaced according to the maintenance list. The functions and image are checked according to the quality criteria equivalent to those of a newly manufactured machine.
- 4 Recycling** Machines not reusable are dismantled, sorted thoroughly by material and sent to raw materials recycling. Parts, which cannot be recovered as raw materials, are subjected to thermal recycling for fuel for furnaces, etc.
- 5 Selling** Such machines will be sold as reconditioned multi-functional products.

#### ● Reuse and recycling of toner containers

Collected used toner containers are divided into reusable containers and containers which are not reusable. Reusable containers are cleaned and inspected for reuse. Containers not reusable are also sent for recycling.



## Ecosys Printer

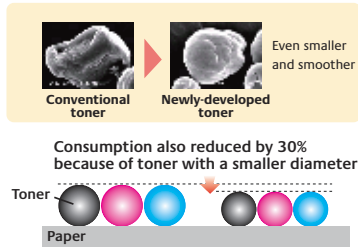


FS-C5200DN



The Ecosys Printer “FS-C5200DN” uses newly-developed color toner whose toner particles are even smaller and more uniform and smoother in shape as compared with conventional toner. Use of the newly-developed toner provides printing with high resolution and high quality and reduces the toner consumption by about 30% for the same image density as compared with the conventional toner, contributing to resource saving. Also, a “one-sheet package” consisting of one sheet is used for the packaging material for the toner container, which improves recycling efficiency along with its high cushioning function and packing function.

### Newly-developed color toner



### One sheet package



## Kyocera wins “Green Product” of the Year 2008 at Document Manager Awards



KYOCERA MITA Corp. received for its ECOSYS printer “Green Product” held by Document Manager Magazine (DM Magazine), a business magazine in Britain. The “Green Product” Award is one of the DM Awards, which was set up in 2008, and voted on by more than 5000 readers in the Year 2008. KYOCERA MITA Corp. won the prestigious “Green Product” Award in the first year because of its concept that the drum and parts are given longer life in order to reduce wastes.

## Reconditioned machine with a parts reuse ratio of more than 90%

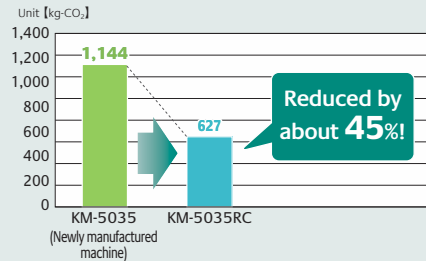


Recycled Multi-functional Product KM-5035RC



A reconditioned machine which has become a product equivalent to a newly manufactured machine. This has been done by disassembling and cleaning a collected product, followed by assembly, adjustment and inspection. KYOCERA MITA JAPAN Corp. has achieved a reuse percentage of about 90% in terms of mass ratio. These machines have reduced CO<sub>2</sub> emissions in the processes of manufacturing to distribution and scrapping by as much as 45% as compared with newly manufactured machines, and have minimized the environmental impact.

### Comparison of environmental impact per unit in the entire life cycle (Global warming impact · CO<sub>2</sub> equivalent)



## Certification of Environmental Labels (FY 2009)

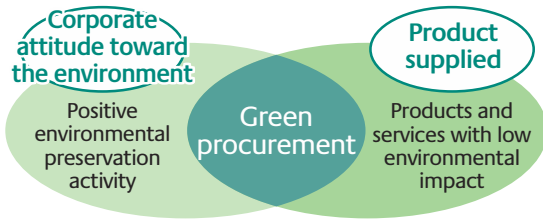
In order to help customers identify products that have a low environmental impact, KYOCERA MITA Corp. actively seeks certification by various environmental labels.

<p>&lt; Japan &gt; Eco Mark</p> <p>Copiers: 5 models Printers: 4 models</p>	<p>&lt; Japan &gt; Eco Leaf</p> <p>Printers: 4 models</p>	<p>&lt; Japan, USA, Europe &gt; Energy Star (International Energy Star Program)</p> <p>Copiers: 18 models Printers: 7 models</p>
<p>&lt; Northern Europe &gt; Nordic Swan</p> <p>Copiers: 4 models Printers: 5 models</p>	<p>&lt; Taiwan &gt; Green Mark</p> <p>Copiers: 10 models</p>	<p>&lt; Germany &gt; Blue Engel</p> <p>Copiers: 5 models Printers: 1 model</p>

The number of models newly certified in FY 2009 is shown.

## Green Procurement

To deal with the increasing global environmental problem, it is important that not only your company but also the entire supply chain including suppliers take appropriate actions. Kyocera established its Green Procurement Standard in 1998 to purchase products and services with low environmental impact from suppliers positively promoting environmental preservation activities. In this way, we are actively promoting green procurement activities.



### Guidelines for Green Procurement

Kyocera established its Guidelines for Green Procurement starting requests to suppliers for green procurement in 1998 and is promoting green procurement activities with the support of such suppliers.

The Guidelines for Green Procurement specifies that we will check suppliers' attitudes toward protection of the global environment and environmental burdens (the chemical substances that are contained, etc.) on products to be purchased from them.

We annually check the environmental preservation activities of each supplier based on the guidelines. Then according to the results of the check, we request that suppliers improve, thereby involving our suppliers in promoting environmental preservation.

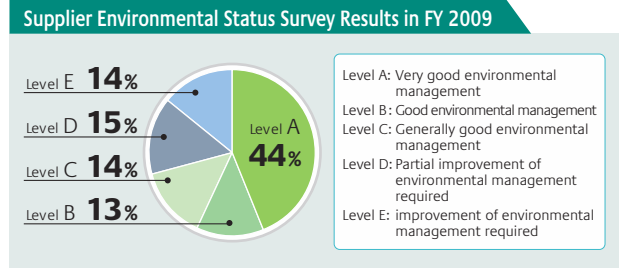
In September 2008, in addition to Kyocera's green supplier certification system whose application began in order to strengthen management with regard to chemical substances contained in products, we revised the Guidelines for Green Procurement reflecting the latest environment-related regulations, etc.

- Content revised in September 2008**
- Added Kyocera's green supplier certification system (a survey of management of chemical substances in products).
  - Added 14 substances including perfluorooctane sulfonate to the list of banned chemical substances.
  - Included additions and changes to the containing chemical substances survey sheet for procured materials.



### Evaluation of activities of suppliers

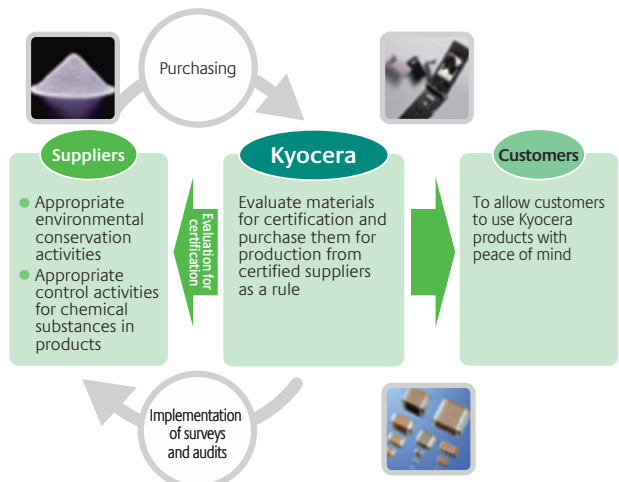
In FY 2009, we conducted a survey for 1,209 suppliers except those subject to the newly applied Kyocera's green supplier certification system.



In FY 2009, we changed the previous four levels of evaluation of suppliers to five levels. According to the survey results, we distribute requests to suppliers who were ranked level D or E so that they can better understand Kyocera's way of thinking in regards to the environment and asked them for their cooperation on environmental conservation activities. We also conducted a visiting audit for some suppliers at level E and asked them to improve items as required.

### Initiation of Kyocera's green supplier certification system

Regulations on control of chemical substances in products are increasing in countries and regions in the world including Europe in recent years. In such a situation, requests for control of chemical substances in products from Kyocera's suppliers are also increasing. We began applying Kyocera's green supplier certification system in 2008.



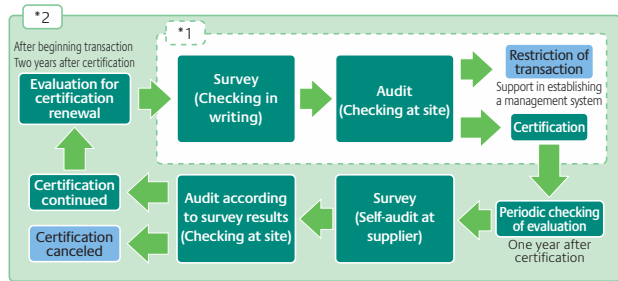
In the past, we evaluated the status of environmental conservation activities of each supplier according to responses from them. In this certification system, we closely check the environmental conservation activities and activities for control of chemical substances in products through a survey and audit for each supplier. We certify suppliers who will cooperate with us to manufacture environmentally friendly products, calling them "Kyocera green supplies."

When Kyocera initiated the application of the certification system, we held an explanatory meeting for suppliers in Kyoto, Tokyo and Kagoshima in October 2008.



Explanatory meeting for suppliers

In FY 2010, we will check the survey documents submitted from suppliers as a preparatory step for certification. We expect to conduct an audit of suppliers in FY 2011, followed by formal certification.



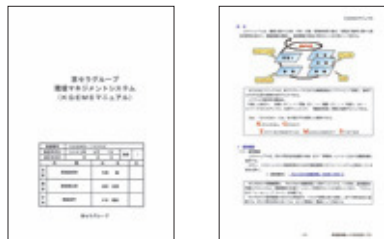
\*1 Application flow for the first time only in the dotted frame

\*2 Application flow for one year after certification and subsequently in the solid line frame

## Support for Building Environment Management Systems by Suppliers

To support suppliers in obtaining certification of an environmental management system standard, Kyocera discloses the KGEMS Manual, which is Kyocera's own system based on the ISO 14001 Standard.

Kyocera provides without charge the manual to suppliers in order to establish environmental management systems. We are active in helping them construct these environmental management systems.



KGEMS Manual

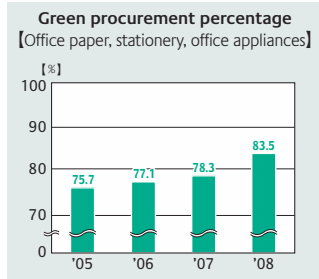
## Complying with REACH

To strictly observe the new European chemical substance control known as "REACH", which was enforced in June 2007, Kyocera periodically exchanges information with its group companies in Europe for responding to this matter.

We also completed the procedure for "preliminary registration" to the European Chemicals Agency within a time limit, which started in June 2008, and we are conducting a content survey for substances of very high concern which require "notification."

## Promotion of Green Procurement

Kyocera is seeking to purchase eco-friendly products and services. We check materials related to production for chemical substances and confirm that they conform to the laws and regulations and the customers' requirements. For office appliances and company-owned cars, we also promote preferential purchase of eco-friendly products meeting the Act on Promoting Green Purchasing, etc.



## Full-scale introduction of hybrid vehicles

In January 2008, Kyocera began full-scale introduction of hybrid vehicles for general company-owned cars to be used for operating activities and transfer between plants. We introduced 93 hybrid vehicles in FY 2009 and now own 108 hybrid vehicles (53% of general company-owned cars) as of March 2009.

We will change general company-owned cars to hybrid vehicles sequentially, promoting the prevention of global warming.

