

Marketing

The enforcement of the Green Procurement Law induced customers to buy products with less environmental impact. The Ricoh Group views customers as green partners and does its best to provide them with the environmental impact information of its products. With this information, customers are able to get a proper understanding of the environment-friendly characteristics of the Group's products and make informed decisions on the kinds of products to buy.



Brochures filled with information and used to promote environmental impact reduction among customers



In-house brochures that promote recycling of products (e.g., toner cartridges), packaging materials, containers, etc.

Global Green Marketing (Type I Environment Labels*)

The Ricoh Group globally markets products that have less environmental impact and are certified with such Type I Environment Labels as the Eco Mark, Blue Angel Mark (BAM), and Nordic Swan Mark. By incorporating Type I Environment Label standards into its general design activities, the Group ensures that all of its copiers pass Type I Environment Label requirements.

* Labels certifying that the environmental conservation requirements established by a third party for marketed products have been satisfied

The Ricoh Recycle Label (Type II Environment Labels*)

In order for its products to be easily recognized as having less environmental impact, the Ricoh Group uses the Ricoh Recycle Label, which ensures compliance with Group standards on recyclable designs, the reuse rate of parts, and environmental safety. As of March 2001, five models, including the Spirio 5000RM, Spirio 7210RM series, Spirio 8210RM, and Spirio 105BB, have been sold with this label.

* Labels attached to products that satisfy standards set independently by manufacturers

Criteria for the Ricoh Recycle Labels (Summary)

1. The product satisfies Ricoh's recyclable design standards.
2. Reused* parts account for 40% or more of the product's mass (mass ratio).
3. Toner cartridges used in the product are recyclable, and a system for recycling them has been established.
4. A system for collecting and processing used products as well as collecting used cartridges and containers has been established.
5. At least 90% of the product's mass (mass ratio) can be recovered and recycled in Ricoh's recycling system.
6. Consideration is given to environmental safety, as stipulated in Ricoh's standards.



* Reuse means to use something for the same purpose in its original form.
Reuse rate (%) = Maximum mass of parts reused / mass of products in which reused parts are used

Environmental Impact Disclosure of Products (Type III Environmental Impact Disclosure*)

The Ricoh Group was the first to disclose product LCA information as Type III Environmental Impact Disclosure so that customers are able to choose products with less environmental impact. The product information that the Group discloses to the government for its procurement list and to the Group's green procurement network is highly detailed.

* Quantitative environmental impact information disclosure that helps customers make informed decisions on the kinds of products to buy.
See pages 21–22 and 62.

International Environmental Labels and Ricoh Group Efforts

● Eco Mark/Japan

The Eco Mark is a labeling system the Japan Environment Association has been using since 1989, with applications being extended to copiers in 2000. As of June 2001, 53 types of copiers in 10 series, including the imagio series, had been awarded this mark.



● BAM/Germany

BAM certification standards are specified in detail by the German Federal Environment Agency throughout the production process, from manufacturing to the disposal of applicable products. Most Ricoh products sold in Germany are BAM certified.



● Nordic Swan Mark/Scandinavia

The Nordic Swan Mark is an eco-label system that has been used by five Scandinavian countries—Norway, Sweden, Finland, Iceland, and Denmark—since 1989. In 1997, seven Ricoh copier machines were awarded the label.



● International Energy Star Mark/ Japan, the United States, Europe, etc.

Only products with power consumption below a certain level while in standby mode can be sold with the International Energy Star Mark. All of Ricoh's applicable products have been awarded this mark.



● RESY Mark/Germany

The RESY Mark certifies that the packaging used in shipping a product satisfies RESY technical standards. It also guarantees that the packaging materials used will be collected in Germany. Ricoh's packaging material design has met RESY standards since 1993.



● DSD (Green Point) Mark/ Germany

The DSD mark certifies that packaging materials collected by DSD-designated companies are for reuse and recycling. The packaging Ricoh uses for its cameras has been awarded this mark.

