

Marketing

Enhancing green marketing and contributing to reducing environmental impact that affects the whole world

The movement toward green procurement is rising in Scandinavia and EU countries as well as in Japan and North America. The idea that gives a priority to purchase products with less environmental impact from companies practicing environmental conservation activities has emerged and led to the creation of laws in each country. In Japan, the Law Concerning the Promotion of the Procurement of Eco-Friendly Goods and Services by the State and Other Entities (Law on Promoting Green Purchasing) came into effect in April 2001. Canada established a tender system called the Environmental Choice Program, in which winners are given up to a 10% premium if they enthusiastically take an environmental approach in procurement for government organizations. This system is also used by private sectors.

The Ricoh Group actively engages in developing and manufacturing products with less environmental impact. It works continuously to reduce the environmental impact imposed on the customer and the world in general. Furthermore, the Group takes the lead in disclosing the environmental information of products by participating in establishing standards for environmental labels in many countries.

Type I Environmental Labels

Type I environmental labels have been established in countries and regions pursuant to ISO 14024 standards. They make it easy for the customer to see that the product has less environmental impact. Such labels include the Eco Mark (Japan), Blue Angel Mark (Germany), Nordic Swan Mark (Scandinavia), and the Environmental Choice Program (ECP)(Canada). Ricoh obtained these international Type I environmental labels to efficiently promote global green marketing. Further efforts are being made to establish standards that enable a significant reduction in environmental impact by extending Eco Mark applications to include printers.

Type II Environmental Labels

Type II environmental labels are given to products that satisfy standards independently set by each company. The Ricoh Group set its own standards for recyclable designs, the reuse rate of parts, and environmental safety. The Group established the Recycle Label and has given it to the Spirio 5000RM, Spirio 7210RM series, Spirio 8210RM, and Spirio 105BB, which it currently markets, as well as the imagio MF 6550RC*, which has been on the market since June 2002.

* Only available for rent.

Criteria for the Ricoh Recycle Label (Summary)

New Machines

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

Recycled Machines

1. Reused parts account for 80% or more of the product's mass (mass ratio).

International Environmental Labels for Which the Ricoh Group Qualifies

● Eco Mark*/Japan

The Eco Mark is a labeling system that the Japan Environment Association uses. Its applications were extended to include printers in 2001. Ricoh was awarded this mark for its copiers and printers. Eighteen models in the IPSiO series of printers were awarded this mark pursuant to the extended applications.



待機・使用時のエネルギーが少ない、部品を再使用・再資源化する、廃棄物が少ない複写機

An example of the Eco Mark on an imagio Neo 220/270 series model (certification no. 01117005)

● Blue Angel 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. As of fiscal 2002, Ricoh's facsimiles, copiers, and printers are all BAM certified.



● Environmental Choice Program (ECP) Mark*/Canada

ECP is a national program established in Canada in 1995 and operated by a private company called Terra Choice Environmental Services Inc. The program gives a 3% premium to the Canadian government on its purchases.



● 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 different models of Ricoh copiers were awarded this mark.



● 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 Group's applicable products have been awarded this mark.



* Type I Environmental Labels

Type III Environmental Impact Disclosure

Type III Environmental Impact Disclosure aims at disclosing quantitative information on the environmental impact of products so that customers are able to choose products with less environmental impact. The Ricoh Group was the first to disclose product LCA* information pursuant to Type III Environmental Impact Disclosure. For a more timely disclosure, the Group makes efforts to obtain certification for the information collection and disclosure system itself.

* See page 27.

Japan

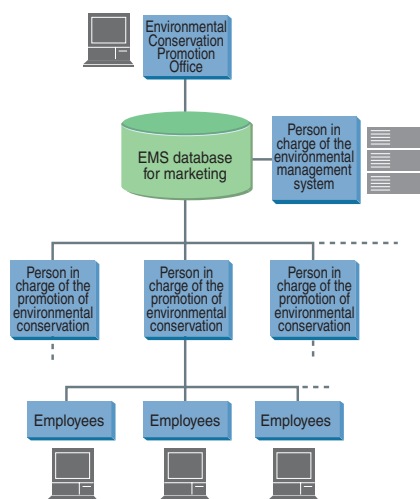
ISO 14001 Certification Awarded to Sites of Japanese Sales Companies

In December 2001, 410 sites of 49 Ricoh Group companies were awarded ISO 14001 certification at the same time.

A highly environment-conscious sales representative group comprising approximately 18,000 employees was established. The Ricoh group strives to reduce the environmental impact of society as a whole by providing customers with products and services that have less environmental impact and knowledge of environmental conservation activities.

To prepare for certification, the Ricoh Group centralized all relevant information throughout the country by establishing a database that included approximately 300,000 pages of screening documents. Computerized screening for registration, which took only four days to complete, was first conducted in Japan.

Internal Information System Management and Operation Chart



Zero-Waste-to-Landfill Campaign at Sales Companies

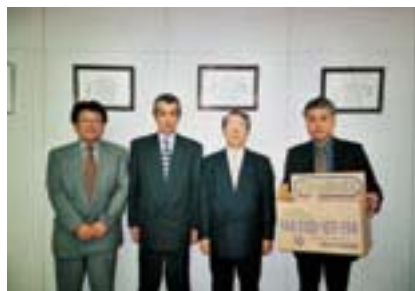
Fukui Ricoh Co., Ltd., achieved Zero-Waste-to-Landfill in fiscal 2000, and Iwate Ricoh Co., Ltd., followed suit in March 2002. Under the slogan “Waste when mixed but resource when sorted,” Iwate Ricoh conducted a campaign that focused on detailed waste sorting as well as office computerization with a less-paper system. The company thus achieved level 2 Zero-Waste-to-Landfill*.

Using Offices as Showrooms

Ricoh’s sales companies, including Mie Ricoh Co., Ltd.; Aichi Ricoh Co., Ltd.; and Kanagawa Ricoh Co., Ltd., established a new “live office” system to enhance Ricoh’s green marketing scheme. The system promotes the computerization of offices, where customers are invited to see an example of a paperless office in actual operation as well as experience simulated cost reductions that result from computerization. Aichi Ricoh launched a new service that places “green boxes” in the customer’s office for the collection of used paper to be recycled.



A “live office” in Mie Ricoh



Aichi Ricoh environmental conservation staff and a “green box”

Eco Mark on Printers

In October 2001, new Eco Mark standards were set for printers. The new standards are more suitable for environmental impact reduction than previous ones, which aimed only at reducing waste, because they take into consideration the product’s entire life cycle, from resource procurement to recycling. Ricoh was awarded the Eco Mark for 18 models in the IPSiO series, including those already on market.



The IPSiO Color 8150 was one of 18 models awarded the Eco Mark.

Green Solution

Sustainable management is a current issue that is attracting the attention of most companies and organizations. In January 2002, Ricoh started developing a green solution system consisting of products and services that are useful in reducing the environmental impact of customers. Ricoh helps customers solve various management issues by providing know-how and systems that the company acquired through its environmental conservation activities. Such help includes knowledge on marketing products that promote energy and resource conservation, obtaining ISO 14001 certification, promoting zero waste to landfill at plants, and a recycling system for used products.

* See page 39.

The Americas

Awareness Promotion and Green Marketing

To make environmental conservation activities more effective, not only must employee awareness be encouraged but customer participation in the activities must be allowed. Ricoh Corporation, the regional sales headquarter for the Americas, is developing green marketing activities to promote employee and customer awareness of environmental conservation programs and eco-friendly products in order to conduct the activities more effectively. The company developed the Environmental Edge Kit, an environmental awareness promotion tool to promote green marketing that can be used in showrooms and presentations to customers.



Screen shot of the Environmental Edge Kit



An environmental booth in the showroom at Ricoh Corporation

The United States

NASA and Lanier Worldwide

Lanier Worldwide, Inc., is a sales company that joined the Ricoh Group in 2001. When Lanier submitted a tender to the National Aeronautics and Space Administration (NASA), it was asked to explain its corporate responsibility, to which Lanier described the Ricoh Group's innovative technological developments; positive support of international energy organizations, including the International Energy Agency (IEA) and Environmental Protection Agency (EPA); and eminent social reputation in promoting awareness. Lanier Worldwide eventually got a superior position for their tender, and the whole

story appeared in the green purchasing guidebook for copiers as a good example of green purchasing in the United States. NASA cooperated with the EPA in promoting green purchasing and became a model government organization.

Canada

The Toronto District School Board and Ricoh Canada

Ricoh Canada Inc. concluded a big sales contract for 1,400 machines with the Toronto District School Board (TDSB), which is the third largest board of education in North America. The company successfully convinced the board of the environmental performance of the new Aficio series of printers (sold as the imagio Neo series in Japan), which are user-friendly and have significant energy-saving capabilities. Ricoh Canada went on to convince the Toronto District School Board of the Ricoh Group's achievements in environmental conservation activities. The most important achievement that Ricoh Canada accomplished was in preparing the board to present a good model of green purchasing to board staff, students and their parents, and to the community in general and to show the board of education's sense of social responsibility.



Members of the Toronto District School Board and Ricoh Canada staff

Europe

ISO 14001 Certification Awarded to All 13 Ricoh Sales Companies

In March 2002, Ricoh France S.A., Ricoh Norge A.S., Ricoh Europe B.V. (Portugal Branch), Ricoh Espana S.A., and Ricoh Polska Sp.zo.o. qualified for the final screening for ISO 14001 certification. Accordingly, all 13 of Ricoh's sales com-

panies (Ricoh Europe B.V., Ricoh Austria GmbH, Ricoh Europe B.V. (Belgium Branch), Ricoh Deutschland GmbH, Ricoh Hungary Kft., Ricoh Italia S.p.A., Ricoh Nederland B.V., Ricoh UK Ltd., and five companies mentioned above) were awarded ISO 14001 certification. There are only a few sales companies qualified for ISO 14001 in Europe, even though it is known as a highly environment-conscious society. Therefore, this effort will result in the development of more-effective green marketing.

Establishment of an Environmental Database

Ricoh Europe B.V., the regional sales headquarter for Europe, the Middle East, and Africa, established an environmental database for the entire Ricoh Group to answer customers' inquiries. During the period from June through August 2001, the database was accessed more than 1,500 times. The increased number of customer inquiries about environmental issues proved growing interest in environmental conservation in Europe. At present, the establishment of a database is a basic requisite for government authorities and larger companies in some European countries to demonstrate their environmental conservation efforts in their tenders and marketing tools.

Sweden

Volvo, Statskontoret (STAKO), and Carl Lamm

In Sweden, the world leader in environmental conservation activities, sales companies, customers, and government organizations work together to set challenging goals for environmental conservation. As an example, sales companies and manufacturers are required to be ISO 14001 certified before submitting tenders. Carl Lamm AB is a Ricoh distributor operating in 43 cities in Sweden. The company markets environment-conscious products and promotes customer awareness of environmental conservation by marketing products with less environmental impact and encouraging customers to

send back used toner cartridges for recycling. Volvo, a manufacturer of trucks and construction equipment and one of Carl Lamm's customers, and STAKO, a government procurement organization, both prepare their own independent guidelines for green purchasing that require them to comply with their guidelines in submitting tenders. Carl Lamm and the Ricoh Group successfully market a variety of products by satisfying their guidelines, which brought remarkable sales performances.



Members of Volvo, Carl Lamm, and Ricoh Europe staff



An environmental conservation meeting held by STAKO

Germany

Continental and NRG Deutschland

NRG Deutschland GmbH is a sales company in Germany. When NRG Deutschland successfully concluded an agreement with the Ministry of Justice of Germany for the sale of more than 200 copiers, it became big news because there were only a few sales companies that were ISO 14001 certified in Germany. When Continental AG, the fourth worldwide-largest tire manufacturer decided to install our products, ISO 14001 certification was again one of key factors for their decision.



Members of Continental, NRG Deutschland, and Ricoh Europe staff

The Netherlands

Marketing of Reconditioned Machines by NRG Benelux

NRG Benelux B.V., a sales company, collects machines and toner cartridges and markets the reconditioned machines*. The divisions in charge of after-sales service, production, and marketing efficiently work together to market reconditioned machines in response to market needs. Sales of both new and reconditioned machines are expanding.

* See page 53.



A reconditioned machine for a copy service area of a supermarket

Hungary

Sales Promotion Activities by Ricoh Hungary

In Hungary, in Eastern Europe, people are becoming increasingly aware of environmental conservation. In June 2001, Ricoh Hungary Kft. decided to develop its business activities under the slogan "A Friend of the Environment." Ricoh Hungary invited reporters to a greenhouse in a zoo in Budapest for a press conference. In its environmental conservation campaign in autumn, the company publicized Ricoh's commitment to the environment by posting 400 signboards and placing advertisements in newspapers and economic or business magazines as well as on Web sites. Ricoh Hungary supports approximately 15 dealers and 30 sales companies and encourages them to give the same level of customer service that Ricoh Hungary does. Ricoh Hungary underlined the Group's commitment to environmental conservation by preparing collection boxes for used copy paper, giving customers zoo admission tickets, and handing out stationery made from eco-friendly materials as

Christmas gifts. More customers now answer "yes" when asked if they consider environment-friendliness when purchasing OA equipment.



Press conference held at a greenhouse in a zoo in Budapest

China and Taiwan

Hong Kong

Energy Label Scheme

In Hong Kong, an energy label scheme for analog and digital copiers was established. Ricoh Hong Kong Ltd. helped establish the scheme, which provides information on energy consumption so that customers can choose more energy efficient products. Other schemes for printers are to be established in the future.

Asia-Pacific Region

New Zealand

Ricoh New Zealand

By promoting environmental conservation activities, Ricoh New Zealand Ltd. won a bid to sell 23 units to governmental divisions in charge of environmental issues. This attracted inquiries from other divisions. In New Zealand, environmental issues are becoming important social issues, and Ricoh New Zealand is continuing its efforts to closely unite business activities with environmental conservation.