

“Green Sales” in the United States

Customers who are Highly Aware of Environmental Issues Have Need of Green Partners

The Seattle Branch of Ricoh Business Systems (RBS), our sales company in charge of the Americas, is engaged in marketing activities that focus on environmental issues. People in the Northwest are highly aware of environmental issues. To attract customers in that region, it is important to meet customer demand and expectations in terms of not only performance, price, and service but also environmental consideration. “This is a company that we can work with,” said one customer about RBS, which strives and makes proposals for a better environment in a positive way.



Ricoh Business Systems

Environmental consideration has become an important selling point for photocopiers and printers



Increased customer need for environmental consideration

The people of Washington and Oregon are very environmentally friendly. Accordingly, the two states have strict legal regulations on air and water quality. Because administrative organs and large companies in Seattle are keenly aware of environmental problems, it is vitally important to meet customer expectations and demand in terms of the environment in conducting our business activities. We are aware of not only the importance of addressing environmental issues as a member of the Ricoh Group, regarding it as a corporate responsibility, but also that of contributing to the reduction in environmental burden placed upon our customers through our business activities.



Chuck Laguna (Left)
Sales Manager
Ricoh Business Systems
(In charge of the Catholic Health Initiative)

Richard Ferraro (Middle)
General Manager
Ricoh Business Systems

Jeff Meling (Right)
Senior Government Account Manager
Ricoh Business Systems
(In charge of the Washington State Department of Ecology)

Offering a comprehensive service from an environmental point of view

Our job is to offer new and unique products to our customers. And today, one of our key selling points is environmental consideration. Environmental performance is important for the success of “green selling.” What is most important, however, is that salespeople can share an understanding of the environment with customers. The Seattle Branch of RBS has 54 salespeople. We have made particular efforts toward environmental education so that each one of them can talk about the environment in their own words and share an understanding of the environment with customers. Also, it is important to offer a comprehensive service from an environmental point of view, such as the collection and recycling of toner cartridges. We intend to gain the customer’s trust by continuing to meet new customer needs and support environmental preservation in a positive way.

Customer Interview

Washington State Department of Ecology

The Washington State Department of Ecology has 14 offices in addition to its headquarters in Olympia, which are staffed with over 1,000 people. When purchasing office equipment, they evaluate the supplier from an environmental viewpoint as well.



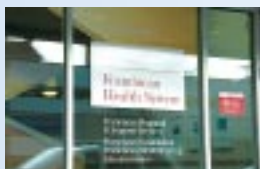
The Washington State Department of Ecology is looking to receive comprehensive support for environmental preservation and improved productivity in the workplace.

● Carrying out a new purchasing program

The Department of Ecology carries out a program that selects suppliers from two points of view: the environment and the supplier's contributions toward improving productivity. In a bidding in which RBS was accepted, the department imposed strict conditions concerning the environment, including not only those on environmental performance, such as double-sided printing, but also the establishment of a system to collect expendables, such as toner cartridges, and the possibility of reducing the number of copiers and printers.

Catholic Health Initiatives

Catholic Health Initiatives has 30 hospitals and 168 clinics across the United States. It endeavors to enlighten staff members aiming to reduce the use of paper resources, including copier paper.



We will definitely accept proposals from companies who can share with us a sense of value in giving priority to the environment.

● The global environment as a corporate ideology

Catholic Health Initiatives' corporate ideology is to "respect all things constituting the global environment and created by God." In following this ideology, we believe that all the goods we purchase must be environmentally friendly and be disposed of appropriately after being used. We believe that the business relationships we enter into should only be with companies that can share such ideas and select suppliers according to this belief.



Ms. Karen Phillips (Left)
Network Administrator
Department of Ecology

Ms. Mary Ellen Bradley (Right)
Information Services Manager
2005 Governor's Sustaining Leader, Department of Ecology

Proposals by RBS, which proved the company's environmental friendliness, were greatly appreciated.

The presentation RBS made at the time of the bidding was very impressive. It focused on environmental issues by, for example, presenting how used printers are recycled. The company delivered its products in a short period of time without leaving such waste as packaging materials. Moreover, through the strategic placement of the machines, we were able to reduce the number of copiers and printers from 340 to 190. Ricoh's multifunctional products are popular in the office, too. We believe that biddings that focus on the environment and productivity lead to the "smart buy" being promoted by Washington, and we intend to introduce similar programs to other departments and agencies in the future.



Mr. Keith A. Stauffer
Regional IT Director, Catholic Health Initiatives

● Promoting the reduced use of paper resources

In 2004, the number of sheets of paper we used for single-sided printing reached several tens of millions. This is equivalent to about 5,400 trees. In light of this, we set about instructing our staff members on duplex and multiple-page printing in 2005 to reduce the environmental burden as well as costs. At present, we are using approximately 800 Ricoh products. We hope RBS will continue to offer us the latest paper saving technologies as well as suggestions on how to fully utilize them.