

Ricoh Launches Sustainable Products Program

- its Environmentally-Friendly and User-Friendly Product Certification -

TOKYO, April 7, 2016 – Ricoh today announced the launch of the “Ricoh Sustainable Products Program” from April 2016, which assesses and evaluates the environmental performance and usability of its products against a defined number of strict standards. Ricoh will certify only those products that are both environmentally-friendly and user-friendly.

This program evaluates Ricoh products in two dimensions, namely environmental-friendliness and user-friendliness. Then Ricoh self-certifies those products that satisfy the specific standards of environmental performance and usability as “Sustainable Products”. Those products that demonstrate the industry’s top performance will be certified as “Sustainable Products Premium”. Ricoh has set mid-and long-term environmental impact reduction goals, with key target dates being 2020 and 2050, and promotes energy conservation, resource conservation, and pollution prevention in various ways. At the same time, Ricoh is working on the development of environmentally-friendly and user-friendly sustainable products, taking into consideration usability and comfort for everyone who works in the office, including the multi-generational workforce and those with disabilities. Ricoh has actively pursued environmental awards around the world such as ENERGY STAR, Blue Angel (Germany), and Eco Mark (Japan) to ensure that customers feel confident in selecting environmentally-friendly products. With the introduction of this program, we will provide customers with sustainable products that incorporate usability, as well as environmental performance. In addition, we will use this program in the product development process and the future product roadmap so as to enhance the sustainability of all Ricoh products. Initially, we will implement this program for our office imaging products and production printers to be released in the future. In addition, we will gradually disclose the assessment results for existing products that have already been released.

Ricoh is committed to providing excellence to improve the quality of living and to driving sustainability as stated in its Mission Statement in The RICOH Way, which constitutes the basis of all corporate activities at Ricoh. To achieve this "Mission", we will assess our products using a set of strict standards, and certify sustainable performance in the “Ricoh Sustainable Products Program”.

<Overview of Ricoh Sustainable Products Program>

1. Six point product assessment criteria

(1) Environmental-friendliness:

- Energy efficiency

Evaluates the energy efficiency of a product, including the TEC value*¹ and the energy consumption in sleep mode for imaging equipment. *¹ Numerical value calculated using the measurement method of the international ENERGY STAR program.

- Resource efficiency

Evaluates the volume of resources that are used in the manufacturing of a product and how packaging is reduced, including the weight of the mainframe and the use of recycled materials.

- Pollution prevention

Evaluates how the use of chemical substances that have an environmental impact are taken into consideration in product design, in accordance with the European RoHS Directive (Directive on the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment) etc.

(2) User-friendliness:

- Comfort

Evaluates whether the impact of a product on its surroundings varies from continued use e.g. noise and emissions (dust, TVOC, UFP etc.).

- Usability

Evaluates whether a product possesses a function to reduce its environmental impact, and whether environmentally-friendly settings such as sleep mode can be easily accessed etc.

- CSR

Evaluates whether social responsibility was taken into consideration during design based upon the inclusion of specific accessibility features (e.g. an operation panel that is easy to see for those who suffer from amblyopia and partial color blindness, color universal design in any printed output, an audio version of user manuals etc.), and the results of any sustainability related ratings by third parties.

2. Applicable products

From new product releases, gradually expanding to diverse products centered on office imaging equipment and production printers.

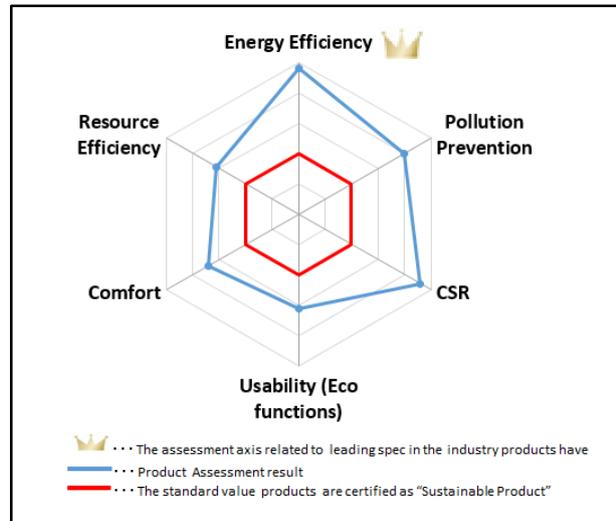
3. Display method

Product brochures, product websites, and special websites

4. List of the latest certified products

Please refer [special websites](#).

Sample of the special website



Sample of product assessment results

About Ricoh |

Ricoh is a global technology company that has been transforming the way people work for more than 80 years. Under its corporate tagline – *imagine. change.* – Ricoh continues to empower companies and individuals with services and technologies that inspire innovation, enhance sustainability and boost business growth. These include document management systems, IT services, production print solutions, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in over 190 countries. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 billion USD).

For further information, please visit www.ricoh.com

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