

Environmentally Friendly Manufacturing and Distribution

Environmental Performance



Casio believes in helping to build a more sustainable world together with customers by providing products that reduce environmental impact. The company also carries out environmental protection measures in a variety of business processes.

Creating Products that Save Energy and Resources

Casio uses its original technologies and culture of ingenuity to make products ever more compact and energy efficient, while also implementing energy-and resource-saving measures in its operations. For example, in the area of digital cameras, Casio has used cutting-edge technology to shorten the time required for sophisticated image processing, thereby reducing camera power consumption. With a multi-core engine that distributes processing between two CPUs, Casio digital cameras are the first to come with a reconfigurable processor that allows the circuits to rewrite themselves, enabling high-speed processing.

Casio also has a number of initiatives aimed at avoiding the use of chemicals harmful to the environment whenever possible. For its digital projectors, Casio

has developed an original Laser & LED Hybrid Light Source that does not contain any mercury, while still providing a brightness of over 2,000 lumens.

The company collects genuine Casio consumables free of charge, including used printer cartridges, and actively carries out product reuse and recycling.

Working with product owners, Casio will keep proactively creating environmentally friendly products that help to ensure a healthy future for the earth.

Reducing CO₂ Emissions from Logistics

Casio is reducing its environmental impact with a focus on CO₂ emissions reduction, even in its logistics processes.

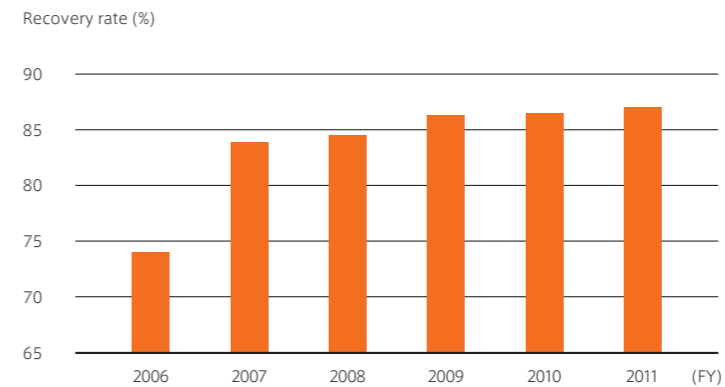
In order to combine transport routes according to ever-changing trends in consumer regions, Casio has been flexibly restructuring its logistics bases on a global scale. Bases in Europe were con-

solidated in 2009, followed by Japanese sites in 2012. Casio revises its logistics routes in order to shorten transport distances, and is working on direct shipment of products from production sites to major purchasers.



In Japan, Casio is undertaking a modal shift by using more rail transport, which has a low environmental impact, for the shipping of products to its logistics centers around the country.

Casio is making shipments more compact and lightweight by being more innovative with the shape of product packaging and the type of buffer material, while also rethinking other package contents. This reduces both the CO₂ emissions during transport and the amount of packaging material needed.



Recovery rate for used consumables from page printers

Parts and units removed from recovered consumables are reconditioned. Those passing inspection standards are then reused for products.



Content review led to more compact, lightweight box

Package size and weight were reduced by eliminating the included CD-ROM and providing the information online instead.



European central warehouse in Norderstedt, Germany