

Green Products through Product Assessment

Making Ecologically Compatible Products

Under its Casio Voluntary Plan for the Environment (CVPE), the Casio Group conducts product assessments of new products. In May 2001 we created the "Casio Guidelines for Green Product Development"* to clarify standards for taking the environment into account and to facilitate the making of eco-compatible products. In accordance with these guidelines we prepare product environmental audit sheets that are used to conduct product assessments from the planning stage.

* Casio Group Guidelines for Green Product Development

These guidelines establish procedures for auditing and assessing the process of making eco-compatible products at every stage from product planning to design for the development of environmentally sound products (Casio Green Products).

Product Assessment Process

Product assessments are conducted at three stages: the first at the product planning stage, the second when determining the design, and the third when deciding to start mass production.

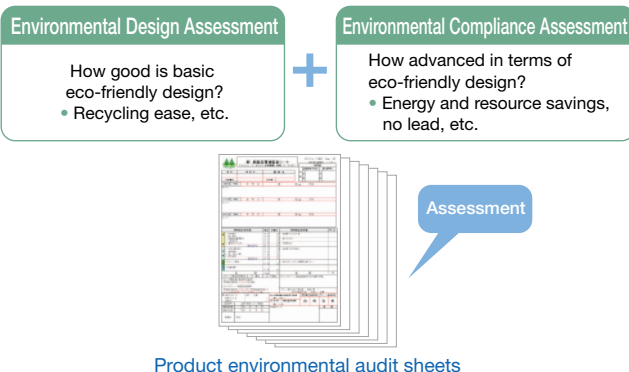
Assessment results are audited and confirmed by the Quality & Environment Center.

Product Assessment Results

Product type	FY2000 results	FY2001 results
Electronics Equipment Division products	60	121
Electronic Component Division products	61	45
Total	121	166

How Product Assessments Work

Product assessments comprise the two components of environmental design and environmental compliance. Assessing environmental design involves rating basic eco-compatible design such as design for easy recyclability, while assessing environmental compliance entails determining how much more advanced a product's environmental design is than previous or competing products in terms of energy and resource conservation, elimination of lead, and other considerations. Products that satisfy both standards, or that qualify for a type I eco-label (Eco Mark, Blue Angel, etc.) become authorized "Casio Green Products."



In-house Standards for Green Products

1. Consumer Product Assessment Contents

- Musical instruments
- Digital cameras
- Cellular phones
- Timepieces (clocks, watches)
- Electronic dictionaries
- Electronic stationery
- Electronic calculators
- LCD TVs
- PDA's (personal use)

Minimum required score is 90 out of total 100 points.	
Environmental design assessment	1 Material labeling for recycling
	2 Easily recyclable structure
	3 Use of common type of resin
	4 Easy disassembly
	5 Easy battery recycling
	6 Reuse of packaging materials
	7 No hazardous chemicals
	8 Segregated packaging materials
	9 Use of recycled resources
	10 Purchased from green supplier
	11 Production facility uses no CFC substitutes or chlorine-based solvents

Qualification under at least two of five items	
Environmental compliance assessment	1 Resource-saving, recyclability: products other than timepieces (watches) Safety (allergies): timepieces (watches)
	2 Energy conservation
	3 Good disassembly for easy part sorting, shortened disassembly time
	4 Resource-saving and easily recyclable packaging
	5 No hazardous substances: lead solder, halogenated flame retardants, PVC, etc.

2. System Products Assessment Contents

- Printers
- Handheld terminals
- Office computers
- PCs
- PDA/HPC (for business users)
- Slip issuing system (Rakuichi)
- Electronic cash registers/POS terminals

Minimum required score is 90 out of total 900 points.	
Environmental design assessment	1 Energy conservation
	2 Reducing resource use
	3 Reuse
	4 Recycling
	5 Easy processing
	6 Environmental soundness
	7 Packaging materials
	8 Information disclosure
	9 User manuals, catalogs, etc.

Qualification under at least two of nine items	
Environmental compliance assessment	1 Top runner in resource savings
	2 Top runner in energy savings
	3 Top runner in environmental burden
	4 No lead
	5 No hazardous substances
	6 No chrome
	7 No PVC
	8 Qualified for energy-saving label
	9 Recovery/recycling