

Consideration for the Environment in Connection with Packaging Materials

Working to successfully develop “environmentally conscious packaging” through our Special Committee on Packaging

Reduction of the Environmental Impact of Packaging Materials

Casio is ever in pursuit of the “optimal packaging design for transportation” that is most suitable for specific products and the method of distribution as part of the company’s efforts to use environmentally conscious packaging. Casio has been pressing forward to reduce the amount of packaging materials used and that of packaging materials that are discarded through such efforts as the development of structures and shape of packaging themselves and reductions in size and weight of packaging, based on the understanding of product strengths. In addition, the company has been moving aggressively toward using reclaimed resources for packaging and recycled used packaging materials.

Special Committee on Packaging

Casio’s activities concerning environmentally conscious packaging are run primarily

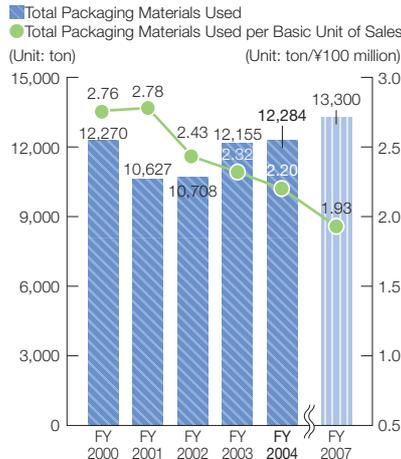
Action Policies of the Special Committee on Packaging

Main Objectives
Volume reduction of packaging wastes takes up an important part of environmental conservation activities for a sustainable society. The key philosophy of packaging is that either the amount of packaging waste must be reduced or packaging that is gentle to the environment must be created. Casio believes that this is a responsibility that makers should accept willingly.
Policies
1. Establishment, implementation and evaluation of action targets for environmentally conscious packaging.
2. Development of environmentally conscious packaging, and sharing and commercialization of technologies.
3. Compliance with laws and regulations of various countries regarding environmentally conscious packaging.
4. Ascertainment of the total quantities of packaging materials used by Casio.
5. Establishment of packaging quality guidelines.
Operation
The Special Committee on Packaging meets on a quarterly basis.
Description of Actions
Reduction of packaging materials: weight reductions and size reductions
Safety of materials: compliance with regulations concerning hazardous substance contents.
Recyclability: Use of a single material, Ease of disposal, Compliance with regulations concerning package labeling.
Use of resource-saving materials and reclaimed resources: use of reclaimed paper, reclaimed plastics and non-wood paper.

by the Special Committee on Packaging, which is organized by Casio’s Environmental Conservation Committee. The committee sets environmental action targets and checks on responses to and management of environment-related matters.

Since fiscal 2000, packaging material usage volumes have been tracked in a database. Targets were set up through fiscal 2003 and efforts made for reductions. In fiscal 2004, along with Casio’s business expansion, a new reduction target was set for the total packaging material usage per unit of sales through the end of fiscal 2007. Casio is working toward this goal, which is to reduce packaging material usage by at least 30% by the end of fiscal 2007 from the levels of fiscal 2000.

Changes in the Total Packaging Materials Used and Those in the Total Packaging Materials Used per Unit of Sales



*The figures for Total Packaging Materials Used paper-based, cardboard, polystyrene foam and plastic materials.

Efforts to Reduce Packaging Materials

In fiscal 2004, efforts were made to make packaging boxes smaller and lower the quantities of materials used by determining the anti-shock strengths of products and packages. Moreover, attempts were made to reduce the size of packaging boxes and improve the packaging ratio (= volume of a box/volume of a product). In addition, such packaging reduction efforts as a re-examination of packaging materials and a study of efficient dimensions for cutting materials resulted in the total packaging material use per unit of sales in fiscal 2004 to be 2.20, a 5% decrease from the preceding year.

In addition to continuing to conduct these activities, Casio will tackle the following themes in the future:

- Improvement of the ratio of reclaimed plastic material used in plastic packaging, in response to increased demand for the use of plastic in packaging materials stemming from the diversification of packaging design and the growth of sales promotion displays.
- Active promotion of “returnable packaging” that uses shuttle boxes in a move aimed toward resource-recycling distribution.
- Re-examination of the packaging quality assessment standards (specifications related to falls and vibrations), in recognition of the decreased number of delivery routes resulting from efficiency improvements made to the distribution process and the consequential decline in cargo handling frequency.
- Pursuit of “Universal Packaging,” which offers ease of opening boxes, ease of taking products out and ease of waste disposal to consumers.
- Reduction of CO₂ emissions with a reduction in the number of containers and the frequency of transportation through improvement of the shipping container loading efficiency, resulting from a reduction in the size of outer boxes for shipment.
- Continued efforts to reduce the amount of polystyrene foam used.

Example of Efforts

Reduction of Polystyrene Foam Use

The major part of polystyrene foam use is for packaging of large products. In fiscal 2004, polystyrene foam shock absorbers that were used in the packaging of musical instruments were replaced with paper-based materials. In the future, Casio plans to gradually switch over to paper-based pulp molds, mainly for the packaging of (standard) keyboards.

Changes in Polystyrene foam Used and Those in Polystyrene foam Used per Unit of Sales

