

# Environmentally Friendly Packaging Materials

Casio is moving forward with improvements in packaging to develop environmentally friendly packaging.

## Policy on Developing Environmentally Friendly Packaging

Casio is working to develop optimal packaging designs for transportation that are perfectly suited to specific products and the method of distribution. These designs also aim to reduce the amount of packaging that is ultimately disposed of, aiming to realize packaging that is truly easy on the environment.

Specifically, Casio has been working to reduce the size and weight of packaging by developing its construction and shape based on an understanding of product strength. Casio has also quickly stepped up its use of recycled resources for packaging and made its packaging easier to recycle.

## Organization for Developing Environmentally Friendly Packaging

Casio's organization for developing environmentally friendly packaging consists of the Special Committee on Packaging with the company's Environmental Conservation Committee and implementation organizations.

### ● Special Committee on Packaging

The Committee establishes the Environmental Action Plans for packaging (Plan), evaluates the results (Check), and reviews the plans (Action).

### ● Implementation organizations

The Development Headquarters, Electronic Component Department and Casio Hitachi Mobile Communications implement the plans (Do).

### Action Policies of the Special Committee on Packaging [Main Objectives]

Volume reduction of packaging wastes is an important part of environmental conservation activities for a sustainable society. Casio's key philosophy is that packaging that is gentle on the environment must be created, and that this is a responsibility that companies should accept willingly.

#### [Policies]

1. Establishment, implementation and evaluation of action plans for environmentally friendly packaging.
2. Support for development of environmentally friendly packaging, and sharing and utilization of technologies.
3. Compliance with laws and regulations of various countries regarding environmentally friendly 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]

1. Use of resource-saving materials and reclaimed resources: Use of reclaimed paper, non-wood paper and reclaimed plastics.
2. Reduction of packaging materials: Weight reductions and size reductions
3. Safety of materials: Compliance with regulations concerning hazardous substance contents.
4. Recyclability: Use of a single material, ease of disposal, compliance with regulations concerning package labeling.

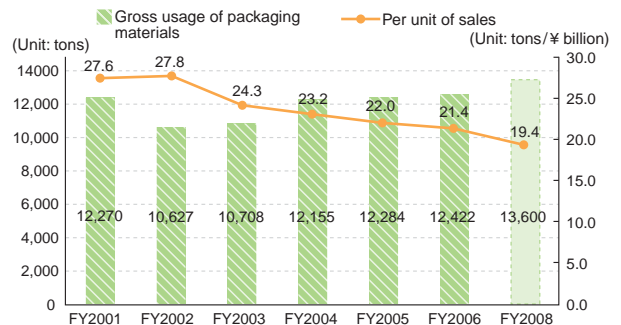
## ●● Fiscal 2006 results

Since fiscal 2001, Casio has used a database to track the gross usage of packaging materials. Casio is taking action to

reduce the usage of packaging materials per unit of sales by 30% by fiscal 2008 compared to fiscal 2001.

In fiscal 2006, the value of sales increased 3.8% from fiscal 2005 and gross usage of packaging materials increased 1.1%. Accordingly, usage of packaging materials per unit of sales was 21.4 tons per billion yen, a decrease of 2.1% compared to fiscal 2005 and a decrease of 22.6% compared to fiscal 2001.

## Gross usage of packaging materials and usage per unit of sales



\*The figures for gross usage of packaging materials are paper-based, cardboard, polystyrene foam and plastic materials.

## ●● Example of effort to improve packaging in fiscal 2006

### ■ Improved packaging for digital cameras

Previously, Casio had different specifications for packaging boxes in and outside Japan. By adopting common specifications, the company reduced the usage of packaging materials by 36% and box volumes by 15%. The common specifications also improved the efficiency of ordering packaging materials and packaging assembly.



### ■ Improved packaging boxes for page printers

The downsizing of products has resulted in a 40% reduction in box volumes and a 37% reduction in packaging boxes for accessories. In addition, Casio has increased the shipping container load capacity from 78 to 162, thereby improving transportation efficiency.



## ●● Future initiatives

- Casio will develop universal desing packaging that is easy to open, allows easy removal of products, and is easy to dispose of or recycle.
- Casio will reduce the usage of plastic by switching from diverse packaging designs for sales promotion displays, which have been using more plastic due to diversification of packaging designs, to common forms.
- Casio will pursue ideal packaging designs while improving the efficiency and rationalization of the process of distribution from manufacturing to delivery to customers.