

Printer Initiatives

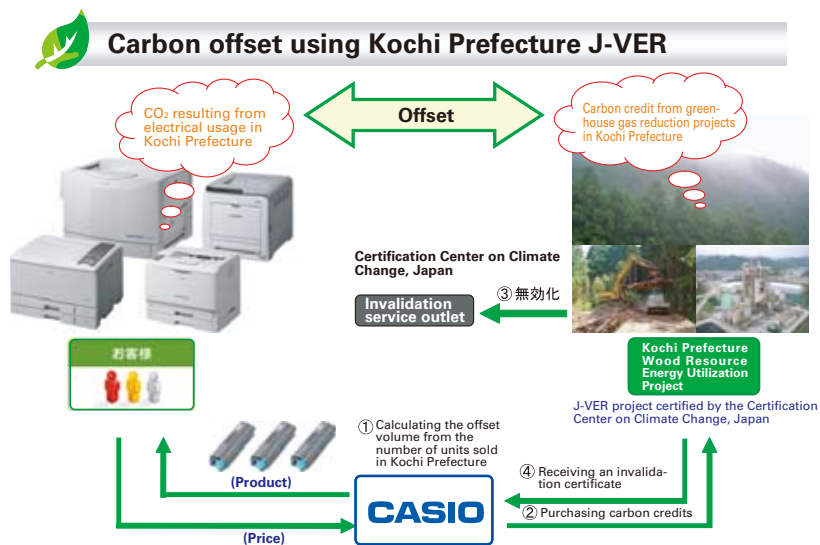
This section introduces Casio's initiatives for printer carbon offsetting and life-cycle assessment (LCA).

Carbon offset initiative

As an initiative to help combat climate change, Casio began selling toner cartridges featuring a carbon offset in July 2008. In general, carbon offset works like this: an organization purchases a credit equivalent to a reduction of emissions of certain gases thought to contribute to climate change in order to "cancel out" its own emissions. Even though Casio's products are compact and energy-efficient, which in itself reduces emissions, Casio's toner initiative seeks to offset CO₂ emissions equivalent to the amount generated to produce the electric power the printer uses during the life of the toner cartridge. This unique initiative is an industry-first.

In the initial fiscal year, Casio performed offsetting using carbon credits from Clean Development Mechanism (CDM) projects outside Japan registered with the UN CDM Executive Board. In fiscal 2010, Casio also began using Japan Verified Emission Reduction (J-VER), a newly created carbon credit system in Japan. Casio signed a contract with Kochi Prefecture, which received the initial certification of J-VER, and the offsetting was performed. The applicable proceeds from toner cartridges sold in Kochi Prefecture went towards the purchase of carbon credits from greenhouse gas reduction projects within the prefecture. This is known as "local production for local consumption" carbon offsetting.

Casio will continue to introduce unique initiatives to address the challenge of climate change.



Carbon offset report (fiscal 2011)

The following is a report on the carbon offsetting from the sale of Casio toner cartridges offering a carbon offset.

- Period: April 1, 2010 to March 31, 2011
- Product: GE5000 Series Return Toner Cartridges
N3000 Series Return Toner Cartridges
N6000 Series Return Toner Cartridges
V2000 Series Return Toner Cartridges
B9000 Series Return Toner Cartridges

■ Allowance credit

Project		Credit		Invalidation provider
Type	Name	Type	ID number	
CDM	3 MW hydro electric project in Aleo Manali, India (UN CDM Executive Board Registration No. 0244)	CER	IN-000-000-071-940-885 to 941-836 IN-000-000-071-942-789 to 942-884	gConscious, Inc.
CDM	6.75 MW wind power project in Tamil Nadu, India (UN CDM Executive Board Registration No. 1053)	CER	IN-000-000-077-013-136 to 014-179	Carbontrade Inc.
In Japan	Kochi Prefecture Wood Resource Energy Utilization Project B (Certification Center on Climate Change, Japan, Registration No. 0001003)	J-VER	JP-200-000-000-019-902 to 019-904	Kochi Prefecture

Offset amount: 2,095 tons-CO₂

Information on carbon offsetting (in Japanese only) <http://casio.jp/ppr/green/>

Life-cycle assessment for page printers

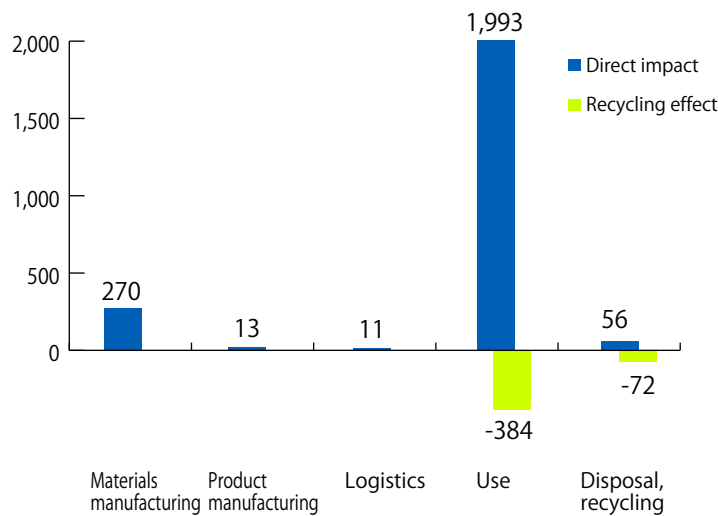
Life-cycle assessment (LCA) is a method of quantifying the environmental impact (such as CO₂ emissions) that a single product has on people or the planet over the course of its life, from the materials used, to product assembly, logistics, and product usage, to final disposal of the item.

Based on an LCA for its Color Page Printer N3600, Casio has obtained Eco-Leaf certification from the Japan Environment Management Association for Industry.

The Eco Leaf certification program enables general consumers to obtain environmental information about products online, so that they can check the environmental impact of a product before they buy it.

Casio will continue striving to make products with minimal environmental impact through the implementation of LCAs for new products.

■ CO₂ conversion values (kg) in each stage of the product life cycle for the N3600



Calculation basis: Printing 540,000 copies over a usage period of 5 years

