

## Special Feature

# Green Star Products

In order to minimize the environmental impact of its products, Casio is promoting the development of environmentally friendly products in every aspect of planning and design.

## Green Products

Since its founding, Casio has taken environmental considerations such as effective use of resources very seriously when creating its products. In order to more clearly articulate this policy, in 1993 Casio started conducting preliminary assessments at several stages of the product development process: planning, design and component configuration. The aim of this was to promote the systematic creation of environmentally responsible products. The company also established the Casio Green Product certification for its products and services with outstanding environmental features. In fiscal 2009, Casio exceeded its target early as the share of Green Products of total sales reached 84%.

## Full-scale development of Green Star Products

In order to take the next step in its Green Product efforts, in fiscal 2010 the company began an initiative for Casio Green Star Products. This effort involves a strict evaluation of Green Products with outstanding environmental features in each stage of the product life cycle. Only those that meet higher standards are certified as Casio Green Star Products. Full-scale implementation of the initiative will begin in fiscal 2011. The certified products will bear a Green Star symbol. The symbol represents Casio's environmental activities and helps to show these are eco-products. Casio has set a target for Green Star Products to reach 30% of total sales by fiscal 2013, and is working hard to help build a sustainable society by fulfilling its social responsibilities through provision of eco-products.



**Yoshiaki Aikawa**  
Environment Center

### Pursuing Better Environmental Design Concepts

It goes without saying that companies have to meet the environmental regulations established around the world, but we wanted to promote a culture of superior environmental design by ensuring that Casio held itself to a higher standard. While we have many products that are already close to the ideal in terms of energy consumption, our tradition at Casio calls us to keep achieving what was previously considered impossible. We must stand out as a leading company when it comes to environmental responsibility. The Green Star Product initiative is based on this idea.

## Green Star Mark

Products certified as Casio Green Star Products are labeled with a special mark along with a list of the outstanding environmental specifications that qualify that particular product as a Green Star Product.



**This mark indicates a product that was developed in accordance with the Green Star Concept.**

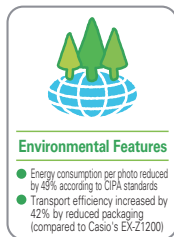
## Casio Green Star Products

See the product lineups that were certified as Casio Green Star Products in fiscal 2010 (photos show product examples).

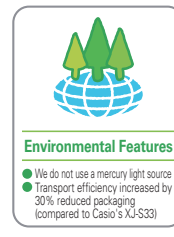
Calculator that meets the requirements of Japan's Law on Promoting Green Purchasing



## EX-word



## GREEN SLIM PROJECTOR



## Increasing the share of Green Star Products in total sales: Performance and targets

In fiscal 2010, Green Star Products made up 15.8% of Casio's total product sales. Casio is aiming to reach 30% by fiscal 2013.

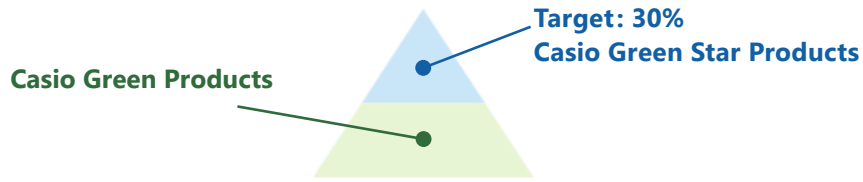
## Concept for Green Star Product expansion and designation standards

In order to develop more Green Star Products, Casio is strengthening initiatives at each stage of the product lifecycle. Casio addresses environmental issues based on the Casio Green Star Concept, which calls for low environmental impact across the lifecycle.

### ■ Casio Green Star Concept diagram



■ Assessment categories



• Assessment criteria for each product

| Green Product Assessment                                     | Casio Green Star Product Assessment  |
|--|--|
| 1. Promotes recycling ( labeling of materials contained )    | 1. Power consumption during use reduced by 20%   |
| 2. Designed for recycling                                    | 2. Solar batteries used and Eco Mark acquired  |
| 3. Components of products can be separated, disassembled     | 3. Use of solar batteries and long-life structure  |
| 4. Improved recyclability                                    | 4. Comes with a 10-year battery and long-life structure  |
| 5. Reduced resource volume                                   | 5. Body volume reduced by 20% or more  |
| 6. Reduced resource weight                                   | 6. Weight reduced by 20% or more   |
| 7. Improved energy efficiency                                | 7. Load ratio reduced by 20% or more due to more compact packaging                                   |
| 8. Regulated use of chemical substances                      | 8. Uses 30% or greater recycled plastic  |
| 9. Recyclability of batteries                                | 9. Uses 25% or greater bioplastics   |
| 10. Recycling label on batteries                             | 10. Contains no specific hazardous chemical substances (polyvinyl chloride)                          |
| 11. Regulatory compliance                                    | 11. Improvement of 10% or more over the conventional ratio based on an LCA environmental assessment  |
| 12. Components of packaging can be separated, disassembled   | 12. Improvement of 10% or more over the conventional ratio based on product environmental efficiency |
| 13. Regulated use of packaging materials                     | 13. Has functions that make considerable contributions to environmental performance                  |
| 14. Preserves the natural environment                        | 14. Has functions that contribute to the reduction in resource use through IT                        |
| <b>90 points or more, out of a total 100 points possible</b> | <b>When products meet the Green Product standards and also fulfill a criterion above.</b>            |

\*Casio Green Star Product certification standards may vary for some products.

\*These standards will be periodically revised to keep pace with environmental advances.