

Green Star Products

Casio's Green Star Products offer even greater environmental performance than Casio's conventional products.

Green Star Product concept

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.

In 1993, Casio began product assessment in order to systematize and promote its development of eco products. New products had to undergo a preliminary assessment for their environmental impact and meet certain criteria in order to be certified as Casio Green Products. Prior to FY2008, Casio worked towards an initial Green Product sales target of 80% of total sales, and in that year the company achieved 84%. Now the company promotes to continue target of 80%.

With the achievement of this target, Casio decided to create even stricter criteria and implement more specific, detailed assessments. Qualifying products are certified as Green Star Products, representing the best of Casio Green Products. This ensures that Casio's products continue to set the bar higher and drive the realization of a sustainable society.

For Green Star certified products, the environmental features are listed in catalogues and on the product packages.

Casio Green Star Products

See the product lineups that were certified as Casio Green Star Products by FY2012 (photos show product examples).

Calculator



DS-20T



Environmental Features

- Solar battery powered
- Contains at least 40% recycled plastic (gross weight ratio of plastic)

Electronic dictionary



XD-D8500 (D Series)



Environmental Features

- Transport efficiency increased by 47% by reduced packaging (compared to Casio's XD-SP6600)

Digital camera



EX-ZR300



Environmental Features

- Transport efficiency increased by 83% by reduced packaging (compared to Casio's EX-Z1200)

Data projector



XJ-M255 (M Series)



Environmental Features

- We do not use a mercury light source
- Transport efficiency increased by 30% by reduced packaging (compared to Casio's XJ-S33)

Electronic musical instrument



AP-420BK



Environmental Features

- Energy consumption during use reduced by 78% (compared to Casio's AP-420)

Watch



OCW-S2000 SHW-1500



Environmental Features

- Solar battery powered

Page printer



GE5000



Environmental Features

- Energy consumption during use reduced by 47% (TEC value in compared to Casio's N3600)

Handheld terminal



DT-X8



Environmental Features

- Energy consumption during use reduced by 47%
- Transport efficiency increased by 52% by reduced packaging (compared to Casio's DT-X5)
- Cord contains no PVCs, which are specified harmful substances

Sales Ratio Achievement, Targets, and Setting Standards for Casio Green Star Products

In FY2010, Casio set a target of a 30% sales ratio of Casio Green Star Products to be achieved by FY2013. The result in FY2011 was 42%, hitting the target two years ahead of schedule.

In FY2012, Casio set a new Green Star Product sales ratio target of 50% to be achieved by FY2015. A ratio of 43% was secured in FY2012.

The company is applying its Green Star Product Development Guidelines to reduce the environmental impact of these products.

Assessment categories

