

Packaging

This section describes Casio's environmental protection initiatives in the area of general packaging.

Casio's Special Committee on Packaging spearheads the company's effort to revise and improve general packaging. Specifically, the committee promotes efforts to improve transport efficiency, reduce CO₂ emissions during transportation, and reduce the amount of material used in packaging by making packages more compact and lightweight for all products.

Here are three examples of the progress made in fiscal 2012.

1. Watch packaging: Eliminated an extra step of distribution processing by standardizing packaging that had been different for each customer, and further reduced the packaging size.
2. Electronic dictionary packaging: Realized more compact packaging with fewer package components by improving the shock resistance of the products themselves.
3. Digital camera packaging: In consideration of actual customer usage, eliminated some included items (accessories) and revised specifications of others, thereby reducing packaging weight.

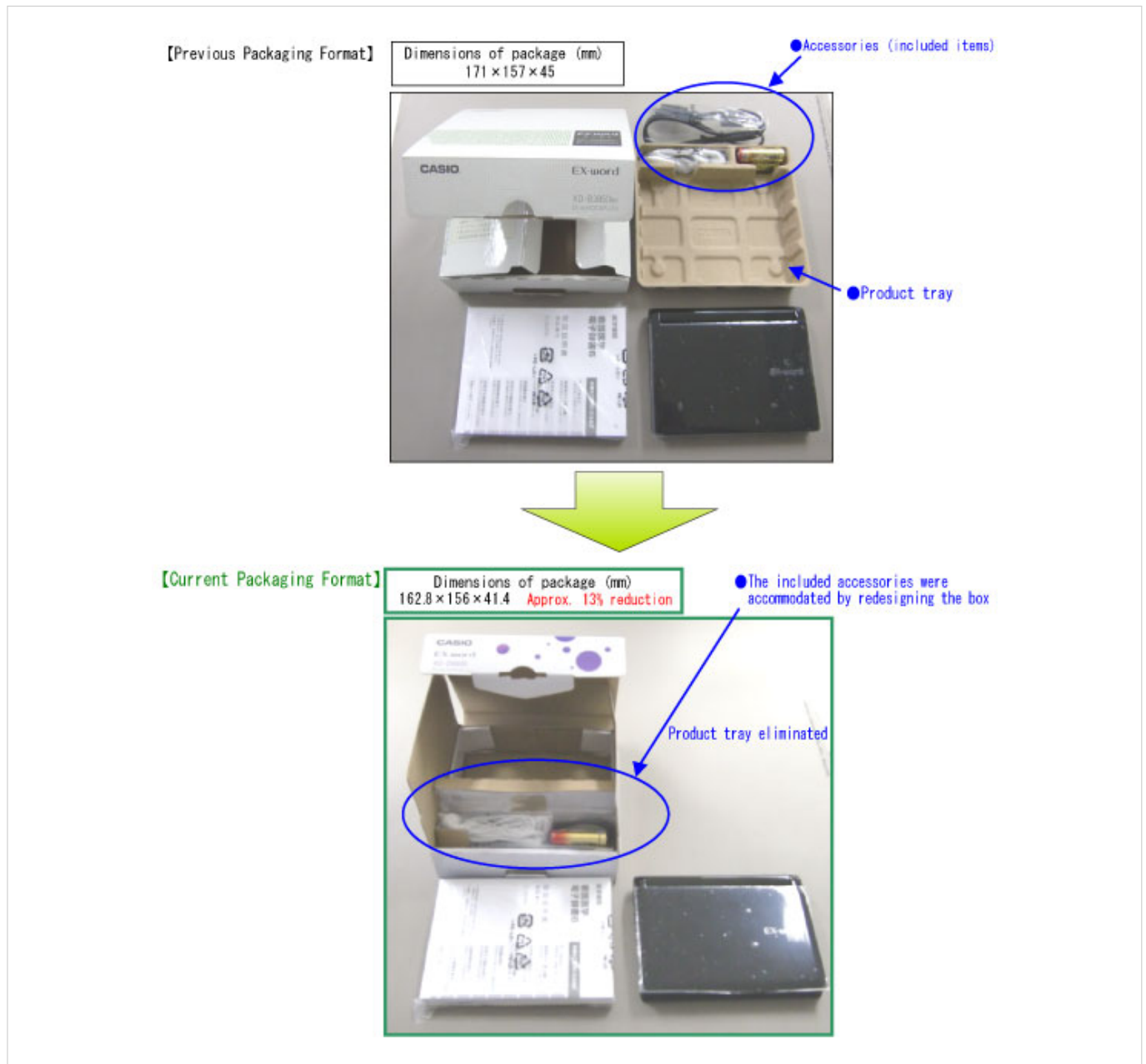
Watch Packaging

Casio redesigned three different packaging formats (C ring stands) that had been used for North American customers. By standardizing the packaging format, the packaging volume was reduced by about 17%. In addition, a step of distribution processing was eliminated.



Electronic Dictionary Packaging

One of the packaging components, the product tray, was eliminated by improving the shock resistance of the products themselves. Also, by redesigning the box construction, a place for putting the included product accessories was created. In total, the box volume was reduced by about **13%**.



Digital Camera Packaging

In consideration of actual customer usage, some included items (accessories) were eliminated and the specifications of others were revised to reduce packaging weight. For instance:

- Simplified user manual content, with further details provided online
- Changed the manual from CD size to A7 size
- Eliminated the CD-ROM

Changes to Included Accessories					
User manual	CD-size booklet		A7-size booklet		A7-size insert
CD-ROM	●		Eliminated		Eliminated
AV cable	●		Eliminated		Eliminated
AC cord	●	⇒	●	⇒	Eliminated
AC adapter (charger)	●		●		Eliminated
Strap	●		●		●
Rechargeable battery	●		●		●
USB cable	●		●		●



【 Comparison of Box Dimensions 】



【Previous packaging】

【Current packaging】

【Current packaging】

--Models for worldwide sale--

--Special model--
for sale in Japan

Dimensions
of package (mm)
135 × 134 × 74

Dimensions
of package (mm)
164 × 120 × 60
Approx. 12% reduction

Dimensions
of package (mm)
127 × 90 × 63
Approx. 46% reduction