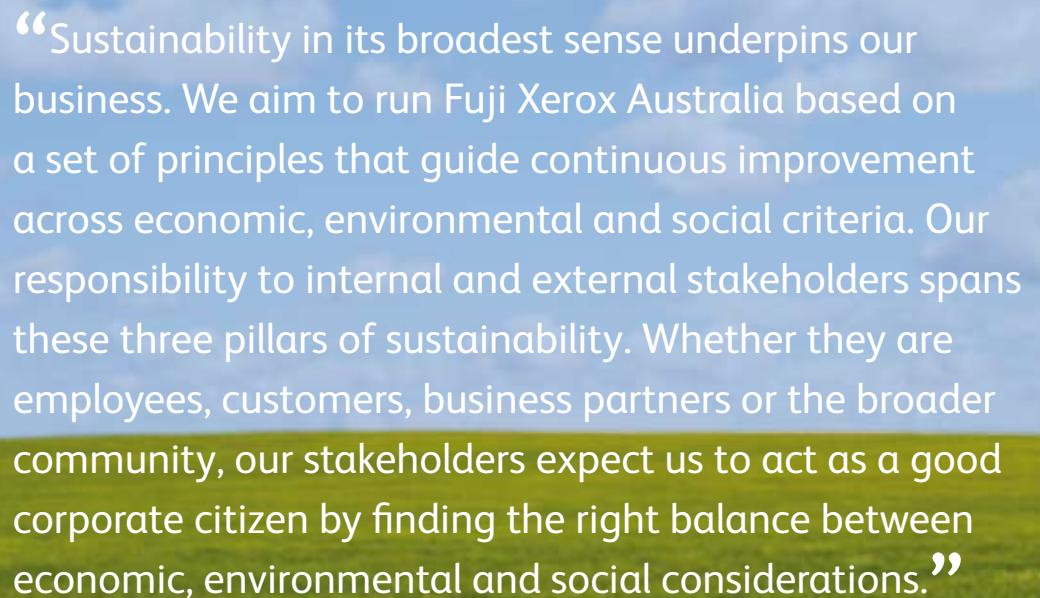


# Fuji Xerox and environmental sustainability

Environmental sustainability is well embedded in Fuji Xerox Australia's business, and underpins how we engage with our customers, suppliers, partners and the wider industry. Our long-standing commitment to improving our own environmental performance as well as helping customers become more sustainable spans more than 40 years.



“Sustainability in its broadest sense underpins our business. We aim to run Fuji Xerox Australia based on a set of principles that guide continuous improvement across economic, environmental and social criteria. Our responsibility to internal and external stakeholders spans these three pillars of sustainability. Whether they are employees, customers, business partners or the broader community, our stakeholders expect us to act as a good corporate citizen by finding the right balance between economic, environmental and social considerations.”

**Nick Kugenthiran**, Managing Director, Fuji Xerox Australia

“By embracing extended producer responsibility and through its approach to remanufacturing of equipment and parts, Fuji Xerox has demonstrated a commitment to environmental responsibility and efficiency. Fuji Xerox Australia can be justifiably proud of its efforts to become a ‘sustainable corporation’ by grasping the strategic business value and opportunities inherent in sustainability challenges. Its leadership in aspects of corporate sustainability provides a benchmark for other organisations.”

**Dexter Dunphy**, Distinguished Professor, School of Management, University of Technology, Sydney

# Delivering environmentally-friendly solutions

Fuji Xerox's long-standing commitment to environmentally responsible product design spans more than three decades, ever since Xerox introduced the first product capable of double-siding in 1969.

## Design for the environment

Every piece of Fuji Xerox equipment, from multifunction office devices to high volume production presses, is designed with the environment in mind, enabling our customers to feel confident that they are working with an environmentally responsible business partner.

Our parent company's environmental initiatives start in the design stage of product development, where we conduct life cycle planning and incorporate technologies that:

- Eliminate the need to use hazardous material such as lead-based solder;
- Enable low energy consumption during use of the machine;
- Utilise innovative and energy efficient toner and ink technologies;
- Minimise the use of new resources; and
- Will later facilitate the remanufacture and recycling of used machines and parts.

## Energy efficient equipment

Between 1997 and 2005, the Fuji Xerox Group achieved a 55 per cent reduction on the average energy consumption of equipment, with plans to reduce this by a further 80 per cent by 2020. In Australia, our entire range of office multifunction devices are compliant with the 2009 Energy Star standard and certified by Good Environmental Choice Australia.

“Fuji Xerox's office multifunction devices are world class and offer green procurement officers and green IT specialists a low toxicity, high performance and environmentally sensitive solution.”

**Petar Johnson**, founder of the Environmental Choice Australia program

## Award-winning eco-friendly products

Fuji Xerox products have won the Japan Energy Conservation Awards for ten consecutive years – we remain the only company in our industry to have been awarded on such a consistent basis. The company also won the prestigious Minister of Economy, Trade and Industry Prize at the 2007 Eco Products Awards in Japan – a first for our industry. The five winning models were the ApeosPort/DocuCentre III C3300/C2200 colour digital multifunction machines, as well as the DocuPrint C2250, a colour printer.

## Eco-EA toner

All new Fuji Xerox multifunction devices incorporate Emulsion Aggregation (EA) Toner. EA Toner requires less energy to manufacture, consumes less energy when used to print, lessens toner wastage and results in better quality prints. Now Fuji Xerox has developed an even more energy efficient 'EA-Eco toner', which can be fused to paper at a temperature more than 20°C lower than conventional EA toner, reducing power consumption up to 40 % during fusion, the most power-intensive process in document devices.

## Innovative LED print head technology

The newly developed LED print head technology achieves an output resolution of 1,200 x 2,400 dpi for superb image quality. The LED print head is compact, comprises less moving parts, emits less noise and achieves lower power consumption.

## Sustainable paper

Fuji Xerox Australia supplies a range of sustainable papers. We assess our suppliers' social and environmental performance and have recently gained Forest Stewardship Council (FSC) Chain of Custody certification and Programme for the Endorsement of Forest Certification (PEFC) Chain of Custody certification. We also supply papers with recycled content, and launched new FSC and PEFC certified paper stocks into the Australian market in 2009.

# Helping customers improve environmental performance

Fuji Xerox Australia is committed to helping customers' improve their environmental performance by cutting energy usage and waste, using paper more responsibly and employing more efficient document practices. Our equipment features energy efficient enhancements while our document software and digital technologies help reduce paper usage.

Fuji Xerox Australia helped ENERGEX reduce the carbon footprint of its multifunction printing devices by 10 per cent over a five year period. In recognition of its efforts, Fuji Xerox scooped the Innovation in Sustainability accolade at the 2009 ENERGEX supplier awards.

## Cutting costs and carbon in the office

On average, Australian organisations have one device for every 3.7 employees and equipment is generally used less than 2 % of the day. Immediate business and environmental efficiencies can be achieved by consolidating those devices in one energy-efficient multi-function device.

“ENERGEX is proud to partner with a company like Fuji Xerox Australia which not only embeds sustainability within their own business, but also promotes this vision among customers to help them achieve more sustainable outcomes. The Fuji Xerox team continues to play an invaluable role in helping ENERGEX reduce its carbon footprint.”

**Dr Jan Green**, Ecology and Sustainability Manager, ENERGEX

## Strategies to improve document intensive processes

Fuji Xerox Australia helps customers implement strategies to achieve more environmentally-sound as well as efficient document management practices. Our Global Services division works with clients to improve the efficiency of document intensive business processes and optimise their equipment infrastructure to save costs and cut carbon emissions.

## Carbon calculator

Fuji Xerox Australia has developed a carbon calculator that estimates the energy consumed through the operation of an office document infrastructure. The calculator can also illustrate the potential for carbon emissions reduction by optimising the document infrastructure. We can show how replacing and/or consolidating devices reduces carbon footprint while providing enhanced functionality and a platform for future innovation.

[www.fujixerox.com.au/carbon\\_calculator](http://www.fujixerox.com.au/carbon_calculator)

## Environmental scorecard

Fuji Xerox Australia has developed an online environmental scorecard that allows organisations to qualitatively evaluate aspects of their office document systems in environmental terms. The scorecard assesses print practices, procurement, recycling and equipment management and ranks these organisational behaviours on a green-amber-red scale. The interactive tool also suggests opportunities for improvement in line with good practice in those areas.

# A leader in product stewardship

Fuji Xerox takes responsibility for all end-of-life products and remanufactures or recycles them to achieve over 99% resource recovery. The company was also first to market with products made from reused components.

By incorporating policies for future remanufacturing and recycling into our product design process, we have avoided almost 139,000 tonnes of carbon emissions and reduced the requirements for raw materials by 22,600 tonnes between 1996 and 2008.

## End-of-life recycling

Fuji Xerox Australia takes back old equipment from Australian customers and sends it to our state-of-the-art Asia-Pacific Integrated Recycling Centre in Thailand where we achieve over 99% resource recovery. In the 08/09 financial year, we responsibly disposed 4,052 tonnes of end-of-life equipment, of which 1,412 tonnes was shipped to the Thailand recycling centre for processing in accordance with our Basel Permit.

## Award-winning Eco-Manufacturing Centre in Zetland, Sydney

Our Eco-Manufacturing Centre is a state-of-the-art engineering facility for the remanufacture of parts and sub-assemblies removed from equipment during service. The Centre opened in 2000 and currently employs over 100 people. It is a total waste management centre for customers sorting returned parts, sub-assemblies, cartridges and packaging for resource recovery.



The Centre remanufactures approximately 250,000 parts and sub-assemblies annually to 'better than new' condition, equating to a \$6 million cost-saving compared to sourcing new parts during the 08/09 financial year.

The Eco-Manufacturing Centre has been well recognised through a series of prestigious awards, including the Institute of Engineers Australia Awards for the Environment in 2002 and UN Global 500 Environmental Roll of Honour in 2000.

## A champion for industry-wide extended producer responsibility schemes

For several years, Fuji Xerox Australia has actively encouraged the federal government and business imaging industry to adopt a national e-waste policy and product stewardship scheme via its partnerships with the AIIA and BIAA. Since 2007, we have been involved in Byteback, a comprehensive electronic equipment recycling project fostered by Sustainability Victoria and the AIIA.

“By embracing extended producer responsibility and through its approach to remanufacturing of equipment and parts, Fuji Xerox has demonstrated a commitment to environmental responsibility and efficiency. Fuji Xerox Australia can be justifiably proud of its efforts to become a ‘sustainable corporation’ by grasping the strategic business value and opportunities inherent in sustainability challenges. Its leadership in aspects of corporate sustainability provides a benchmark for other organisations.”

**Dexter Dunphy**, Distinguished Professor, School of Management, University of Technology, Sydney

# Promoting sustainability amongst partners and suppliers

## Adopting sustainable supply chain practices

The Fuji Xerox Australia approach to sustainable supply chain management is informed by the principles of the UN Global Compact, to which our parent company is a signatory. All suppliers are asked to commit to a general sustainability code of conduct and we also develop specific standards for 'high-risk' suppliers. We are committed to working only with responsible pulp and paper manufacturers and sourcing all papers from sustainably managed plantation trees or recycled pulp.

## Encouraging sustainability among dealers

As part of our efforts to promote environmental best practice among partners and suppliers, Fuji Xerox Australia launched a Dealer Sustainability Programme in 2008, the first of its kind in the print industry. 25 out of a potential 39 dealers signed up for the programme during the 2008/2009 financial year, with the Fuji Xerox Business Centre in Bateman's Bay scooping an award for best environmental performance.

# Walking the talk by running a more environmentally-sound business operation

Fuji Xerox Australia is committed to reducing the environmental impact of its business operations by improving and introducing new environmental management programs. 17 out of 20 Fuji Xerox Australia sites nationwide have an Environment Management System certified to ISO14001 and the remaining three will be certified in 2010.

During the 08/09 financial year, we reduced our carbon emissions by 19 per cent, in part a result of procuring 36 per cent Green Power™. We also reduced water usage by 37 per cent while cutting paper use by 1.6 per cent, and are striving to achieve a zero waste to landfill target.



For further information on the Fuji Xerox commitment to environmental sustainability, please visit [www.fxasustainability.com.au](http://www.fxasustainability.com.au)

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