

# Sustainability

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bringing our corporate,  
social and environmental  
responsibilities into balance

**RICOH**®

# Recirculation

## › Achieving zero environmental impact

Creating a sustainable society that thrives while using minimal resources and energy will not happen overnight. But it can and will be realized if we actively measure and reduce the amount of environmental impact that occurs at every stage of our corporate activities. With zero-waste-to-landfill operations, we, at RICOH®, work diligently to minimize the use of material and energy resources in the design, manufacture and distribution of our products; and we employ efficient systems for recovering resources from equipment that has reached the end of its useful service life. Briefly, our concept of resource-recirculation\* can be summed up this way:

### **Reduce**

Repeated recycling to the furthest extent possible reduces new resource consumption and waste generation.

### **Reuse**

Products of greatest reuse potential are recycled to reduce the resource and energy costs necessary to return used products to a state that can be used by customers.

### **Recycle**

We have established nationwide networks for comprehensive recycling systems and actively promoting recyclable designs.

\*We call this concept The Comet Circle™. It represents a resource-recirculating society and highlights activities and partnerships that must occur to reach our goals. For more information about The Comet Circle, please visit [www.ricoh-usa.com/about/environment/cometcircle.asp](http://www.ricoh-usa.com/about/environment/cometcircle.asp)



# Total Commitment

## > Putting our principles into practice

Environmental conservation is not a one-company, one-person mission. It requires the commitment, passion and responsibility of all people, all communities and all industries, working together toward a common goal. At Ricoh, we resolve to be agents of change and champions of sustainable development, reducing the environmental impact of our corporate activities. Our approach is holistic – one that involves all aspects of our organization – employees, suppliers, and customers alike. Together with our customers and partners, we promote the most environmentally conscious manufacturing, distribution, use and recycling of our products. This is what we mean when we say, “Think Globally, Act Locally.”

## ISO 14001 Certification

### > Acting on our commitment to environmental management

At Ricoh, we put action behind our words. We've achieved ISO 14001 Certification at every one of our manufacturing plants around the world and most of our non-manufacturing facilities. ISO 14001 Certification is more than an acknowledgement of efforts made in the name of conservation. It is a rigorous, international standard that defines the framework by which companies develop their environmental management systems.

This certification not only tells our partners, customers and suppliers that we're committed to protecting the environment – it sets an example for them to do the same. Through our company-wide Environmental Management System (EMS), we've integrated environmental management practices into all aspects of our business, including planning, development, design, procurement and production, sales, logistics, use, recycling and disposal.





# Energy-Efficient Technology

## > Creating synergies between business and environment

While we continue to raise the bar for pollution prevention, waste reduction, energy efficiency and resource utilization, we perpetually strive for technological innovation through equipment features that reduce energy use and green house gasses (GHG).

Our ongoing efforts to develop and incorporate energy-saving features are visible in systems equipped with Quick Start-Up (QSU) technology – a powerful feature that significantly reduces energy consumption while a system is in sleep mode, yet starts up quickly to maintain productivity. High speed duplex printing/copying (duplex copying at the speed of one-sided copying) is another energy-efficient resource saving feature.

Networked systems offer even greater energy and resource saving capabilities – like electronic file sharing. By maintaining our industry-leading edge, we are showing the world that environmental responsibility and corporate profitability can do more than simply co-exist; they can actually reinforce each other. In other words, what's good for the environment is proving to be good for business.

# End-of-Life Management

## > Giving the Earth time to recover

Ricoh engages in programs that contribute to significant reductions in the amount of waste materials that go into landfills:

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- **Ricoh's Equipment De-manufacturing Program** supports our environmental mission. Using state-of-the-art de-manufacturing systems, we are recovering 95% of the material content from equipment that has reached the end of its useful service life. Our designated recycling centers in the U.S. and Canada receive used products (returned by our branches and subsidiaries), then process and separate them into commodity streams of steel and aluminum. Remaining materials are recycled as a fuel alternative, when refining copper and precious metals out of the mixture.

- **Ricoh's Toner Cartridge Return Program** also brings customers into the conservation fold. Many toner cartridges can be easily returned postage-paid to our recycling center – a facility that itself generates zero waste and has been ISO 9002 certified for quality management and ISO 14001 certified for environmental management. By recycling, we recover 95 - 100% percent of the cartridge's total weight. This practice not only keeps plastics out of landfills, it conserves the materials and energy it would take to make new cartridges.



# Ricoh Environmental Management System

Ricoh recognizes and believes that environmental management is one of our highest corporate priorities and that we conduct all aspects of our business as responsible stewards of the environment. We will integrate the principles and practices of conserving our natural resources and reducing pollution as essential elements of our management, corporate culture and community relations.

We therefore assume responsibility for protecting the environment, complying with relevant laws and regulations, and committing ourselves to continual improvement primarily in the following areas:

- Resource Conservation & Recycling
- Energy Conservation
- Pollution Prevention
- Consumer Education

## The Environmental Principles That Guide Us

1. Within our business operations, products and services, we will reduce and, where possible, eliminate pollution and waste through source reduction, conservation and recycling.
2. We will conserve energy and improve the energy efficiency of our internal operations and of the goods and services we produce. We will strive to educate the public about energy conservation and its effect on the environment.
3. We will strive to minimize environmental, health and safety risks to our employees and the communities in which we operate through education, safe technologies and operating procedures.
4. We will make sustainable use of renewable natural resources our priority and will strive to conserve nonrenewable natural resources through efficient use and careful planning.
5. We will implement these principles and sustain a process that ensures that all company officers, including the Chief Executive Officer, are fully informed regarding pertinent environmental issues and are responsible for environmental policy.
6. In every location, where we conduct our business, we maintain close ties with the local communities, and we contribute to society by publicizing our activities and assisting in environmental conservation efforts.



# Environmental Awards

> Earning recognition for what matters most

Initiating programs that promote natural resource conservation have earned us the following prestigious awards:



- 2003 World Environment Center (WEC) Gold Medal for International Corporate Achievement in Sustainable Development
- *Financial Times* listing of the "World's Most Respected Companies", ranked Ricoh #7 among companies that best manage and effect environmental resources (December, 2001)
- The U.S. and European Business Councils for Sustainable Energy "Climate is Business" award for our efforts in protecting the global climate, presented at COP7\* meeting (November, 2001)
- Innovest's "EcoValue 21™" Environmental Rating ranked Ricoh #1 out of 11 companies with an AAA rating for demonstrating a balance between business and environmental conservation (July, 2001)
- Council on Economic Priorities (CEP) "Environmental Stewardship Award", presented at CEP's 14th Corporate Conscience Awards (June, 2000)
- ENERGY STAR "Labeling Partner" of the Year 2000
- ENERGY STAR "Office Equipment Partner of the Year" for 5 consecutive years (1996 - 2000)
- ENERGY STAR "Excellence in Consumer Education" for the Year 2000
- International Energy Agency (IEA) World's First "Copier of the Future" award to the 35 ppm MFP (November, 1999)



## Questions?

For more information about Ricoh's commitment to environmental conservation and energy-efficient technologies, please visit our website at [www.ricoh-usa.com](http://www.ricoh-usa.com) or e-mail [environmentinfo@ricoh-usa.com](mailto:environmentinfo@ricoh-usa.com).



\*7th Conference of the Parties to the United Nations Framework Convention on Climate Change



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# RICOH®