



Tracey Rawling Church,
Kyocera Mita (UK) Limited

Pioneering sustainable printing since 1992



Conventional toner cartridge
Contains over 60 components made from various types of metal, plastic and foam

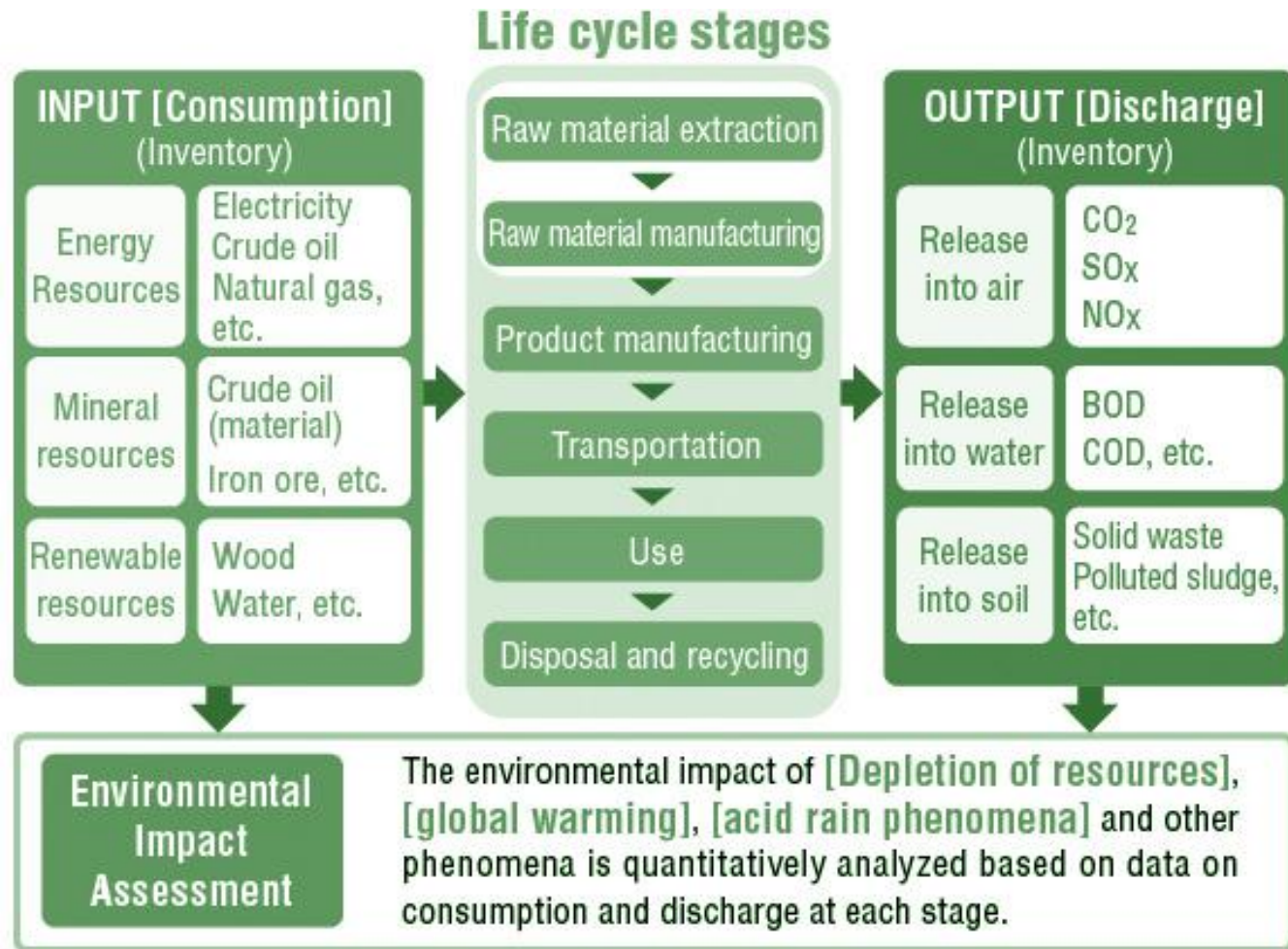


Kyocera toner cassette
Contains just 5 components made from 2 types of plastic, ID coded for recycling

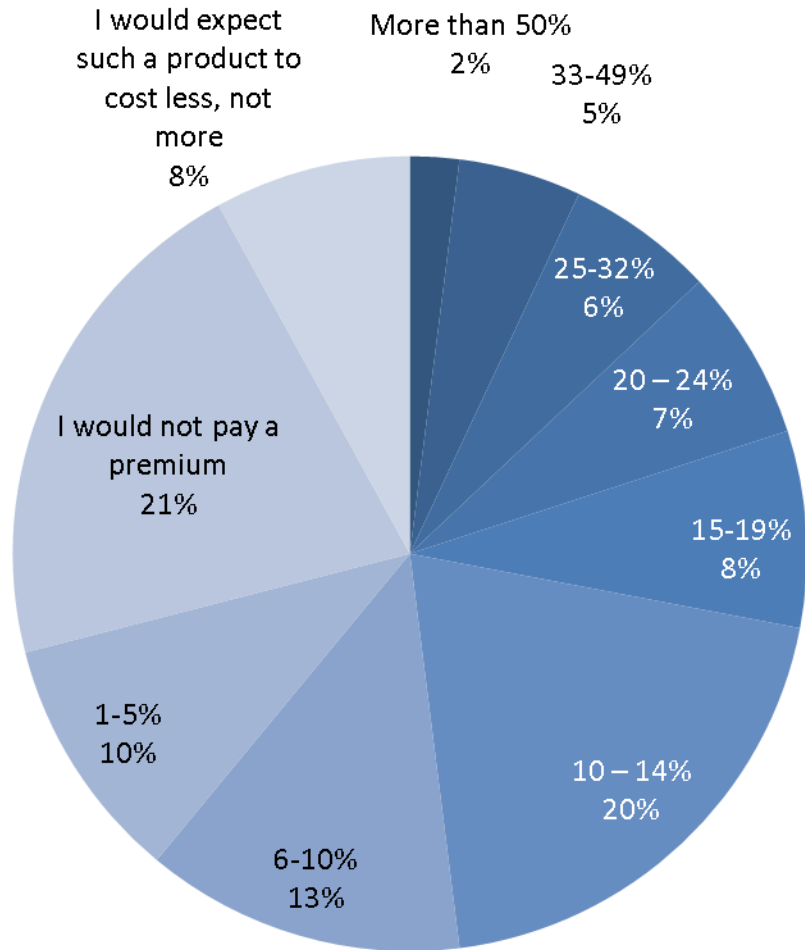
- ▶ Waste by volume Down 90%
- ▶ Energy consumption Down 28%
- ▶ Consumables carbon footprint Down 55%
- ▶ Consumables cost Down 50%

Figures based on independent analysis by : Druckerchannel.de, Aston University, Best Foot Forward and TCP Global

Lifecycle analysis at the heart of product design



Procurement professionals' attitude to cost



Q: To what extent are you prepared to pay a premium for a product that performs well on the environmental criteria you consider important?
Procurement Professionals (200)

Kyocera/Loudhouse attitude survey 2011

Principle-centred business

Corporate Motto

敬天愛人

Respect the Divine and Love People

Preserve the spirit to work fairly and honorably, respecting people, our work, our company and our global community.

Management Rationale

To provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind.

Management Philosophy

To coexist harmoniously with nature and society.
Harmonious coexistence is the underlying foundation of all our business activities as we work together to create a world of abundance and peace.



Thank you for listening!

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