

RICOH
imagine. change.

GreenLine:

Sustainable printing systems

supports the environment,

works for your budget too



Real sustainability

Each year in the European Union alone we throw away 3 billion tonnes of waste, this amounts to about 6 tonnes of solid waste for every man, woman and child . The need to find new ways to prevent waste and increase recycling and reuse continues to grow in importance. For businesses, activities to reduce environmental impacts are an important part of day to day operations and positive sustainability credentials can give your company a competitive edge. At Ricoh we are committed to helping you further reduce your impacts with our GreenLine devices. When added to your print fleet, they mark you out as a serious eco-responsible company – investing in resource recirculation and sustainability driven efficiency.

“100% revitalised”

For you, Ricoh goes further than just recycling - we totally “revitalise” multifunctional products. A range of thorough overhauling and testing procedures ensure that every Ricoh certified GreenLine device delivers the reliable, productive and efficient service that you’d expect from a brand-new Ricoh device. These products are highly economical and their resource recirculation process has reduced impact on the environment. Add to that the competitive price for the GreenLine product, lower than its original new price.

Resource recirculation

Resource recirculation makes a much greater ecological contribution to your company than simply recycling, as re-using provides the highest net value of resources. Reusing a product not only extends the material’s lifecycle, but it also gives a higher return on the energy initially spent on its manufacture. Thus it’s one of the most effective forms of environmental impact reduction.

Make a statement

By acquiring a GreenLine product you are not just getting a cost-efficient solution. You are also making a clear statement about your organisation’s eco-commitment. Increasingly, business success depends on a company’s ability to meet higher environmental standards. The development of sound environmental strategies is becoming essential to maintaining and expanding a market position.



This certified GreenLine label on a recirculated Ricoh product guarantees that it meets strict quality standards



Smaller CO₂ footprint

GreenLine products have a substantially smaller carbon footprint than new products made from raw materials. The figures speak for themselves: 84% less CO₂ for a typical mid-range black-and-white multifunctional. And 94% less CO₂ for a typical mid-range colour multifunctional. The energy used during the GreenLine recirculation process is compensated with carbon credits generated by UNFCCC registered renewable energy projects in which Ricoh has directly invested.

The ideal print mix

While GreenLine devices make sense ecologically and economically, they also support your overall print performance when added to your print fleet. Some departments require Ricoh's latest cutting-edge technology whilst others simply need the dependable output that our GreenLine devices deliver. Ricoh consultants can advise you on the ideal balanced deployment for GreenLine devices.

Peace of mind

To ensure you consistently benefit from high quality, Ricoh offers a standardised and closely monitored pan-European recirculation process. A range of well-defined quality assurance criteria are applied before your recirculated product can carry the Ricoh certified 'GreenLine' label. The device comes with the same durability you expect with a new Ricoh device.

Here's how 'recirculation' works

You demand optimum print quality, reliability and high productivity. That's what Ricoh's rigorous selection and recirculation process delivers for each GreenLine product. Only those products that have been professionally maintained by highly-skilled Ricoh engineers throughout their lifetime, proven by a fully documented service history and that have high remaining lifetime expectancy - are eligible for the GreenLine recirculation process.



Thorough testing

Ricoh engineers have carefully carried out each and every stage of Ricoh recirculation procedure. A range of thorough controls and checks make sure that all critical components are reviewed. New operating software ensures that GreenLine machines are right up to date. Ricoh's rigorous standards and quality testing guarantee an impeccable finish that you can depend on.

Better than before

Nothing is better than a new product. Unless it's the same product, offering the same consistency and performance as the original, yet it is truly sustainable. That's the end result when you acquire a Ricoh recirculated device. A product that offers you all the advantages of the original machine.

At a lower cost. And, crucially, it ensures increased efficiency in combination with improved sustainability – by maximising resources and minimising waste.



The GreenLine process – from A to Z

- Each product is stripped, cleaned and checked.
- Components that are damaged or worn are replaced.
- The hard disc drive and other memory are sanitised.
- All operating software is replaced with the latest version.
- The product is re-assembled and thoroughly tested.
- After it has proven to provide good text and image print quality it is ready for use.
- GreenLine processes are governed by ISO14001 and ISO 9001 management systems.
- The GreenLine process is carbon neutral.

Ricoh delivers quality and peace of mind with its GreenLine product range.

- You benefit from:
- proven sustainable business practices
 - a machine that is 'as good as new'
 - a highly economical print solution
 - reliability and peace of mind
 - sustainability driven efficiency

Reducing Our Impact at Every Step

Since Ricoh's inception and the beliefs of our founder, Kiyoshi Ichimura we've placed great importance on lowering our environmental impact. Our environmental strategy is a strong part of our heritage, touching every part of our company, from manufacturing to distribution, business sites to recycling. It combines ecological commitment with best business strategies, simultaneously achieving conservation and profitability at our customer sites as well as our own operations.

Over the years, we have developed the most comprehensive environmental strategy within our industry, simultaneously achieving conservation and innovation, focusing on:

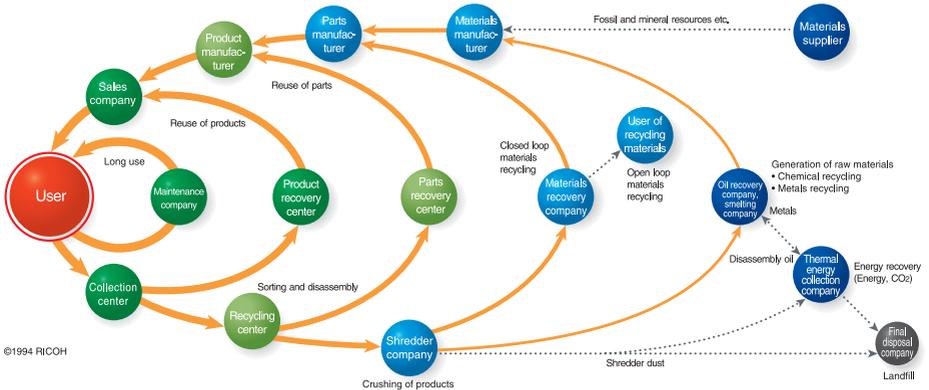
- Energy conservation and prevention of global warming
- Resource conservation and recycling
- Pollution prevention
- Biodiversity conservation

We also ensure a cradle-to-cradle approach to product recycling. It centres upon the belief that all product parts should be designed and manufactured in a way that they can be recycled or reused.

This is illustrated in the Ricoh Comet Circle which visualises the concept of a sustainable society.

We also provide the Ricoh Comet Circle™ programme which is an easy process for returning used cartridges to us free of charge. Customers are offered a sustainable alternative for throwing away empty toner cartridges by sending us used copier/printer supplies.

Concept of a Sustainable Society: The Comet Circle™



Research & Development

Our strong heritage in continuous research and development is the basis for providing customers with “products that unobtrusively contribute to a reduction in environmental impact while in use”. It allows us to simultaneously realise both a reduction in environmental impact and the ongoing, efficient creation of economic value, staying true to our original environmental philosophy.

Eco-Technology

We believe that innovation and environmental objectives should work together to produce a truly sustainable society. Going beyond our manufacturing processes and recycling of our products, our innovation extends to customer use. Our continued research into eco-technologies has brought technological firsts including Plant-Based Plastics, Quick Start-up Technology (QSU), GELJET Technology, PxP Toner and paper saving initiatives.

Less Really is More

Ricoh's target is to reduce CO₂ emissions by 87.5% (seven-eighths) by 2050 (compared to 2000 levels) with interim targets for 2010 and 2020. We are ahead of schedule, meeting our first interim target in 2009, and have already reduced our CO₂ emissions by 45,000 tonnes between 2007 and 2011.

Every Ricoh Employee also plays a key part in achieving our goals, with a reduction target of 1% per employee per year. Ricoh also offers employees time to volunteer in the community to support education initiatives or by making a positive impact on the natural environment. Every June Ricoh participates in the Global Eco Action Day in support of the UN World Environment Day. All Ricoh offices around the world run activities to support environmental reduction.



Towards a sustainable society

Since our foundation almost 75 years ago, environmental conservation has been the guiding principal in all Ricoh business activities. Throughout that time, we have set and achieved targets for sustainable management which most other organisations are only now beginning to consider.

Recognised worldwide as an established environmental leader, Ricoh has been awarded many accolades over the past 20 years. We have been listed as one of the “Global 100 Most Sustainable Corporations in the World” for the last seven years.

Today, sustainable management is more than just a principal at Ricoh, it is our way of life.



FTSE4Good



ISO9001, ISO14001, ISO 27001 certified

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