

How Green is Your Print Shop?



It's a question that is increasingly on your customers' bid sheets. It's a question that we are working hard to ensure that your answer is always, "very green."



Our commitment to sustainability is part of our DNA, we call it our “Green Gene”

We’re not just jumping on the environmental sustainability bandwagon; we’ve been driving it since the 1960’s. Before it was fashionable to be green, we did it because it was the right thing to do.



Running our business in an environmentally responsible manner is just one way we demonstrate a commitment to sustainability. We focus a significant portion of our R&D investments on innovative programs that deliver measurable sustainability results. We have our house in order – by cutting energy use and greenhouse gas emissions in our facilities, reducing the use of harmful chemicals and walking the talk on recycling and reuse.

But the real test of our commitment is how we help you create greener workplaces. When we help you work smarter, faster and better in ways that are good for your bottom line and good for the environment, everyone wins, including Mother Earth.

Working together to make every print job a little more green.

Here are ten tips to manage your print facility more efficiently for a “greener” world. Based on the greenness of your facility, you may be eligible to participate in more bids and win more business.

1. Understand your environmental impacts and set goals to reduce them

- Implement an environmental management system in your operation like ISO 14001
 - Start with an environmental policy, understand your environmental impacts and set targets to improve
 - Involve your employees in all aspects of your program

- Improve indoor air quality by utilizing products with lower emissions and technologies that use fewer chemicals
- Utilize non-toxic toners and vegetable-based inks
- Make someone responsible for seeing that you achieve your environmental goals

2. Embrace print on demand

- Print on demand creates documents only in the quantity and at the time needed
 - Eliminates warehousing pre-printed materials – saving space and resources.
 - Eliminates obsolescence of printed materials, reducing waste by as much as 30 %

“Companies really want to do the right thing. We can identify in excess of \$5 million in business that we won due to our environmental initiatives.”

Roy Grossman, CEO
Sandy Alexander

3. Adopt latest workflow technologies

- Automate manual processes by using Xerox FreeFlow™ Process Manager software
 - Reduce labor costs and free up capacity to do other work
- Manage all production digital printing in the shop most efficiently with Xerox FreeFlow Output Manager
 - Enables load balancing across devices
- Receive jobs and print orders over the web automatically with Xerox FreeFlow Web Services
 - Reduces time, labor and energy use



4. Make the most of every sheet

- The Environmental Protection Agency estimates it takes 10 times more energy to manufacture a piece of paper than to create a print or copy
 - Print as many images per page as possible on a sheet, taking advantage of the largest sheet size (e.g. on Xerox iGen3™ you can print 40 business cards per sheet vs. 25 on a standard 12x18/SRA3 sheet)
 - Make two-sided prints and copies in your “back office” operation – on most Xerox equipment you can make this a default setting
 - Use scan to e-mail instead of faxing

5. Utilize soft proofing

- Use the internet and e-mail to deliver soft-proofs to clients
 - Helps reduce paper usage
 - Saves phone, courier and postage charges
 - Reduces the environmental impact of sending paper by air or ground transportation
 - Enables more rapid turn-around of print jobs

6. Know where your paper comes from & recycle the paper you use

- Seek environmentally preferable papers
 - for example, Xerox imposes strict environmental requirements on our paper suppliers, ensuring that all Xerox papers come from responsibly managed mills and sustainably managed forests
- Papers with the Forest Stewardship Council (FSC) Certification label give further assurance that the paper you use comes from forests with sustainable management practices
- Use recycled content papers – many of which are available for both color and monochrome production devices
- Install bins in several shop locations to collect paper and unused prints for recycling or for reuse
- Utilize Xerox High-Yield paper where appropriate – these papers are manufactured using fewer trees, reduced use of chemicals, and less energy than conventional papers

7. Reduce energy use

- Upgrading old products with more-efficient products will save energy
 - Xerox Nuvera™ EA Digital Production System and DocuColor® 242/252/260 products are ENERGY STAR compliant and use Emulsion Aggregation (EA) Toner. These products automatically shut off or power down when not in use, significantly reducing electricity costs
 - Xerox’s Emulsion Aggregation (EA) Toner is manufactured using 25-35 percent less energy/lb of toner than conventional toner and uses less toner when printing
 - EA toner produces high-quality images with less toner laydown per page, so it produces less waste and increases productivity by requiring less frequent cartridge replacement.
- Reduce energy consumption by powering equipment down when not in use, or at the end of the day
 - Include power management in your operating procedures
- Replacing stand-alone office products with multifunction systems uses up to 50 % less energy

“The choice we made with the Xerox iGen3 is great for environmental sustainability. Most of the parts and 80% of the waste can be recycled and reused.”

Freddie Baird, Executive Vice President,
COO Quantum Digital

8. Use good waste prevention and management practices

- Toner cartridges and bottles can have multiple lives or be recycled. Recycle them whenever possible
 - We provide customers with prepaid postage to return cartridges for reuse and recycling for most products (learn how at www.xerox.com/gwa)
- Reduce usage of hazardous wastes to reduce cost of compliance and liability with managing regulated waste
 - Our toners and the containers they come in are non-toxic and generate no hazardous waste

- Consider using solid ink office printers, which eliminate cartridges altogether and generate about 90 % less waste than a typical color laser office printer
- Select reusable or recyclable packaging as needed

9. Seek equipment designed for remanufacturing or recycling

- All of our devices are designed for responsible management at equipment end-of-life including remanufacturing and recycling
- We offer a range of products built with remanufactured parts and components. They have the same quality standards as our new devices and offer the added benefit of eliminating waste from going to landfills

10. Ensure you are working with environmentally responsible suppliers

- Ask your suppliers what they are doing to reduce their environmental impact
 - Be conscious of “green washing” and ask for validation of the claims suppliers make

“It helps us separate ourselves and be a leader in the marketplace to step out there and be conscientious about the environment.”

Jim Potts, President
Clearvisions Printing



Walking the sustainability talk

We strive to raise the bar on our environmental goals around four critical challenges:

Climate Change Carbon-Neutral: Invest in technologies that reduce both the carbon footprint of our operations and the printing solutions offered to our customers. Aim to be a carbon-neutral company.

- Reduce GHGs 10 % from 2002 to 2012 – Achieved in 2007. New target set for total reduction of 25 % by 2012.
- Obtain the 2007 ENERGY STAR for 90 % or more of new product launches by 2010. Automatic power saver modes available on all products.
- ISO 14001 Environmental Management Certified.

Preserve Biodiversity and the World's Forests

- Continue to maintain strict paper sourcing guidelines
- FSC Certify Xerox-branded paper to standards for sustainable forest management .
- Improve forest management among Xerox suppliers through our partnership with The Nature Conservancy.
- Continue to invest in technologies to develop papers that use recycled content and less pulp (ie: high-yield papers).



Preserve Clean Air and Water through Reducing Use of Toxics and Heavy Metals

We strive to eliminate the use of persistent, bioaccumulative and toxic (PBT) materials throughout the supply chain.

- Utilize Life Cycle Analysis to prioritize areas for future technology development.
- Reduce use of PBTs in Xerox supply chain through adherence to Xerox and EICC requirements by 90 % of suppliers (based on spend) by 2012.
- Continue to reduce emissions, which have already been reduced by 94 % since 1991.

Waste Prevention and Management

- Reduce material footprint of Xerox equipment and supplies
- Continue investment in “cartridge-free” solid-ink technology that produce 90 % less waste than conventional office printers.
- Maintain >90 % reuse or recycling of recovered Xerox equipment and supplies offerings via Green World Alliance, diverting over two billion pounds of potential waste from landfills
- Invest in EA toners and “E-Agent” for conventional toners to reduce energy required to produce printed pages.
- Continued development of energy saving automation software.

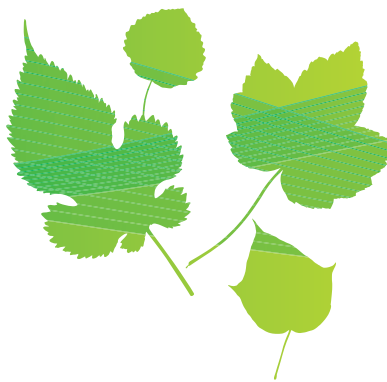
There is so much more that we can do together. In the words of one Xerox customer, “The environment as an issue is not going to go away, it’s not a fad. Addressing environmental matters is essential in order to exist as a business.”



Partnerships

To advance global efforts to improve our environment, Xerox partners with these private and public organizations:

- Business Roundtable Climate Resolve
- Business Roundtable S.E.E. (Society, Environment, Economy) Change
- Business for Social Responsibility
- California's Climate Action Registry
- Advisory Board of Golisano Sustainability Institute at Rochester Institute of Technology
- Sustainable Energy Ireland
- International Leadership Council of The Nature Conservancy
- Advisory Board of the Center for Sustainable Systems at the University of Michigan
- U.S. Climate Action Partnership
- U.S. E.P.A. Climate Leaders
- U.S. E.P.A. ENERGY STAR
- U.S. E.P.A. National Environmental Performance Track
- U.S. E.P.A. WasteWise



Innovative production solutions to ensure a greener today and tomorrow.

For more information about our commitment to Environmental Sustainability please visit www.xerox.com/environment

