

**EMBARGO: 23 January 2008, 09:00 CET**

## Think green: Canon launches recycled calculator range



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**Amstelveen, The Netherlands, 23 January 2008:** Canon today underlines its commitment to the environment with the launch of a new range of 'green' calculators. Using materials recycled from Canon copier machines, the three new calculators mark the latest step in Canon's ongoing environmental sustainability program Kyosei, which was established in 1988.

"As the first office equipment manufacturer to implement a cartridge recycling program in 1990, Canon has long been committed to reducing our environmental impact," said Mogens Jensen, Head of Canon Consumer Imaging, Europe. "The launch of this calculator range is a small step towards a truly sustainable manufacturing programme. Through continued improvements in resource efficiency, we hope to show that it is possible for all players in the industry to achieve a balance between environmental and business interests."



The LS-8TCG, HS-1200TCG and TS-1200TCG use 100% recycled materials from used Canon copier machines for the front and back plastic covers. Packaging and

instruction manuals are made from recycled paper to further cut down on waste. All products are dual-powered through solar energy and a replaceable battery.

The calculators are ideal for government departments, public bodies and any organisation that has a green procurement policy. They fulfil the 'green' criteria for ISO 14001 environmental management certification. The calculators will also appeal to environmentally conscious individuals. Key features:

- **LS-8TCG:** 8-digit handheld calculator with large LCD, plus tax and currency conversion functions
- **HS-1200TCG:** 12-digit desktop calculator with angled LCD, plus tax and currency conversion functions
- **TS-1200TCG:** 12-digit desktop calculator with adjustable tilt LCD, plus tax and currency conversion functions

Demonstrating Canon's commitment to these products, each model comes with a three-year warranty instead of the standard one-year coverage.

#### **Environmental initiatives**

Canon's new 'green' calculator range is just one of many ongoing environmental initiatives undertaken as part of the company's Factor 2 programme. This is a comprehensive set of targets aimed at doubling environmental efficiency across all business groups compared with 2000. In concrete terms, Canon aims to reduce CO<sub>2</sub> emissions in 2010 to 50% of the output for the same work in 2000.

Efforts to achieve this goal have already produced tangible results. Canon's office devices lead the industry in terms of energy efficiency – *i-SENSYS* laser printers offering a 75% reduction in power consumption compared to devices with conventional roller-fixing systems. Recently, Canon was selected as the best of 56 consumer products' companies in the Climate Count's Company Scorecard Overview<sup>1</sup>.

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#### **About Canon Consumer Imaging (CCI), Canon Europe**

Canon Europe is a subsidiary of Canon Inc., founded in Japan in 1937. CCI is a leading provider of digital products for the home and the office, including: photo, video, ink jet and laser printers, All-in-One devices, projectors, scanners and fax machines.

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<sup>1</sup> <http://www.climatecounts.org>

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**Canon**

Canon's corporate philosophy is kyosei, a Japanese concept that focuses on living and working together for the common good. As an environmentally aware organisation Canon is a Conservation Partner of the WWF.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)