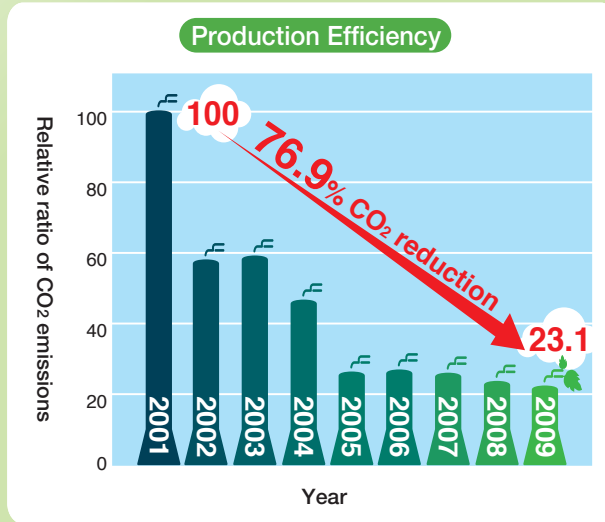
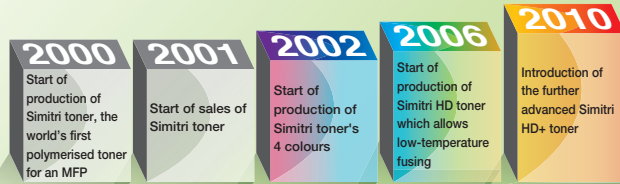




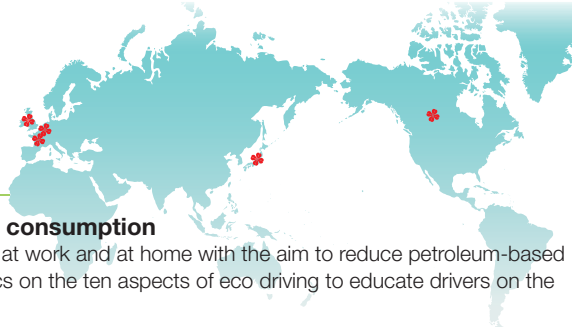
**Simitri toner with biomass – The world's first polymerised toner to utilise plant-based biomass for an MFP marks its 10th year of production.**



Simitri toner with biomass, the polymerised toner researched and developed by Konica Minolta from an environmentally consciousness perspective using polymerised emulsion technology from early on, marks its 10th year of production. Black & white toner production first began in 2000 with its start of sales to in 2001. This followed with start of production for all four colours in 2002. In 2006, the more advanced Simitri HD (high definition) toner, which offers low temperature fusing, was introduced. And with the launch of the new Simitri HD+ (plus) toner in 2010, which combines high productivity with high image quality, Konica Minolta continues to lead the market in advanced polymerised toner technology. Production efficiency in terms of reduced CO<sub>2</sub> reduction has also significantly progressed each year. If the relative ratio of CO<sub>2</sub> emitted during production in 2001 was 100, for example, we have succeeded in reducing that amount by 76.9% to only 23.1 in 2009.



**Konica Minolta's environmental activities around the world**



**Japan**

**Eco driving promotion aims to reduce petroleum-based resource consumption**

Konica Minolta Business Solutions Japan Co., Ltd. actively promotes eco driving at work and at home with the aim to reduce petroleum-based resource consumption. We have prepared a pamphlet which explains the specifics on the ten aspects of eco driving to educate drivers on the environment and safety.

**United States**

**Konica Minolta receives Evergreen Award in the Technologies and Electronics category from U.S. government agency**

In March 2010, Konica Minolta Business Solutions U.S.A. was given the 2009 Evergreen Award – an award for companies that proactively engage in environmentally friendly corporate activities – in the Technologies and Electronics category by the U.S. government agency, the General Services Administration (GSA). Konica Minolta received this award for its overall environmental activities such as providing energy-saving products, zero-emission activities and recycling of toner cartridges.



Evergreen Award trophy

**France**

**“Responsibility for the Environment” exhibition and business meeting**

In February 2010, Konica Minolta Business Solutions France S.A.S. held its annual exhibition and business meeting under the theme of “Responsibility for the Environment.” A ship anchored to the shore of the Seine River was used as the venue where representatives explained Konica Minolta's environmental initiatives and eco performance products. Business partners in paper recycling and other recycling operations along with France's National Forests Office also hosted booths.

**Belgium**

**Installing a photovoltaic system to reduce CO<sub>2</sub> emissions**

Konica Minolta Business Solutions (Belgium) N.V. installed a photovoltaic system in March 2010. The company anticipates an annual energy production of 115 MWh, which will cover 25% of the electricity used in the entire office, and to reduce CO<sub>2</sub> emissions by 46 tonnes each year. With its installation, the company was certified as a “provider generating renewable energy.”



Solar panels installed on the roof of the company building

**United Kingdom**

**Environmental education programmes for local communities**

Konica Minolta Business Solutions (UK) Ltd., provides an educational programme to enhance the environmental awareness of elementary school children. It aims to develop the children's understanding on the importance of the 3Rs (Reduce, Reuse, Recycle) in waste reduction, and have them make choices to help preserve the environment.

This programme, already carried out in 20 schools in 2009, will be implemented in 30 more schools in 2010. Such efforts have helped the company receive the Green Apple Award for Environmental Best Practice by the world-renowned non-profit group, The Green Organisation.



Children in class learning about the environment

**KONICA MINOLTA BUSINESS TECHNOLOGIES, INC.**

1-6-1 Marunouchi Chiyoda-ku, Tokyo, Japan  
<http://www.biz.konicaminolta.com/environment/index.html>

# GREEN AT HEART

Environmental issues such as global warming are continually escalating, becoming a serious threat to the Earth and its people. Konica Minolta is committed to doing all it can to protect the environment and reverse global warming.



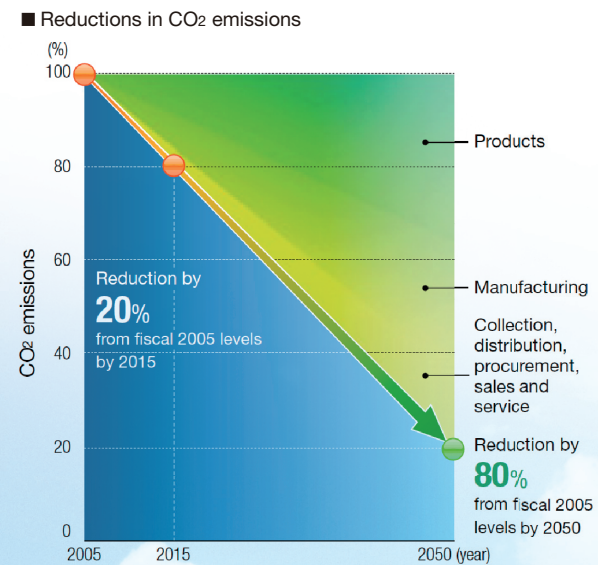
# The Konica Minolta Group as a whole is committed to environmental initiatives from a global perspective.



## Konica Minolta's Environmental Vision

Long-term vision "Eco Vision 2050" and its first milestone, "Medium-term Environmental Plan 2015"

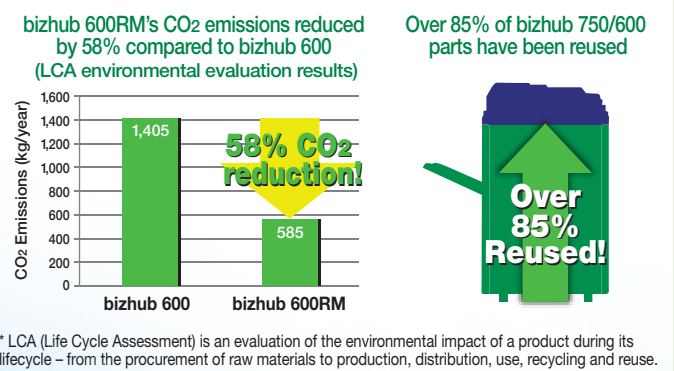
Konica Minolta formulated the long-term environmental vision "Eco Vision 2050," with a specific goal of reducing CO<sub>2</sub> emissions from our products' lifecycles by 80% from 2005 levels by 2050. Furthermore, we are committed to effectively use and recycle the Earth's limited resources and work on the restoration and conservation of biodiversity. To achieve "Eco Vision 2050," we have also formulated "Medium-term Environmental Plan 2015" as its first milestone. Our aim is to reduce CO<sub>2</sub> emissions from our products' lifecycles by 20% from 2005 levels by 2015 based on the four fundamental objectives of preventing global warming, supporting a recycling-oriented society, reducing the risk of chemical substances, and restoring and preserving biodiversity.



## Konica Minolta's Environmental Technologies

Re-manufactured MFPs – New products that reuse existing resources to minimise environmental burden  
for Japanese market only

Re-manufactured MFPs are among the many eco-conscious products by Konica Minolta. The re-manufacturing of MFPs involves the disassembling and cleaning of used machines, followed by the replacement or tuning of the necessary parts before the machines are reassembled and delivered. They are high in quality and eco-consciousness as they clear the same inspection standards as new machines during production for customers to use with confidence. The first of the re-manufactured digital black & white MFPs, the bizhub 750RM/600RM to be sold in Japan, will reuse over 85% of their existing parts. Furthermore, the bizhub 750RM will emit approximately 41% less and the 600RM approximately 58% less CO<sub>2</sub> during their lifecycles when compared to the bizhub 750 and 600 respectively, significantly reducing the impact on the environment overall.



■ bizhub 750RM/600RM Re-manufacturing Process Until Delivery



Reduce paper waste from test prints and printing mistakes with Print Preview  
Reference Exhibit

Konica Minolta's newly developed Print Preview function for printer drivers combines office efficiency and reduced TCO with eco-consciousness by reducing printing waste. Printing mistakes due to improper settings from computers are the cause paper and toner wastes. Furthermore, making test prints to avoid such mistakes are also wasteful. Print Preview is a never-before introduced highly detailed and precise preview function that displays a true-to-life image of the material to be printed on the computer screen. Exact printing positions as well as hole punching and stapling positions can be confirmed on the screen without having to make test prints. Furthermore, warnings for pages with overflowed or deleted text, and blank pages, along with a function to select pages that do not need printing are available to thoroughly reduce paper waste. A print savings meter displays the approximate ratio of reduced paper.

■ **Print Preview**  
The layout, finishing and setting mistakes are clearly displayed for easy correction before printing.

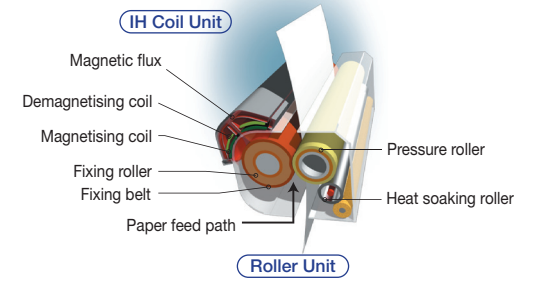
- Positions for staples and hole punches, etc.
- Select pages that do not need to be printed.
- Smooth zoom-in and zoom-out of the preview screen
- Settings can be re-adjusted quickly
- A visual display of the paper reduction ratio
- Warning of expected problems during output

**Planned availability for:** bizhub C652DS/C552DS/C652/C552/C452/C360/C280/C220  
bizhub 423/363/283/223

**Operating systems:** Windows Server 2008 / Windows Vista / Windows 7

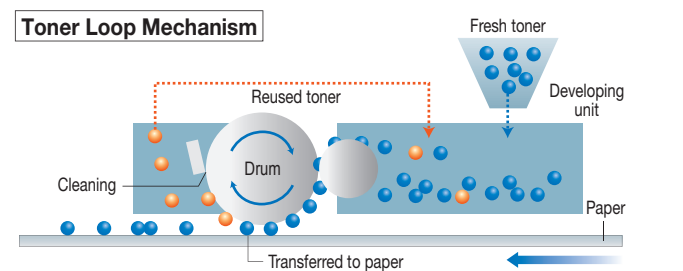
IH Fixing Unit –  
Reduced energy consumption during standbys

The bizhub series colour and black & white MFPs utilise IH (Induction Heating) fixing technology which effectively heats only the fusing roller. In addition to minimising energy loss, it offers easy temperature control of the energy flow, thereby allowing the right amount of energy to be used without waste. Furthermore, IH fixing realises low temperature fixing when used with Konica Minolta's Simitri polymerised toner.



Toner Loop Mechanism uses toner without waste

Konica Minolta's original Toner Loop Mechanism, which collects, circulates and reuses any toner that has not been transferred to the paper, is utilised for almost all of our black & white MFPs and laser printers. This process realises resource conservation by reducing the normally 5 to 10% of wasted toner to zero.



Halogen-free electrical wires for the bizhub PRESS C8000/C7000/C6000 reduce environmental impact

Although most plastic insulators for electrical wires are made from mainly PVC (polyvinyl chloride), Konica Minolta utilises the more eco-conscious halogen-free wires for the bizhub PRESS C8000/C7000/C6000 production printing systems. In addition to maintaining strength and flame resistance, halogen-free wires minimise harm to the environment during burning.

Note: Halogen is made from the five elements of chlorine, bromine, fluorine, iodine and astatine.

