



KONICA MINOLTA



a step ahead in reducing our eco-footprint...

CLEAN PLANET

**A smaller
eco-footprint is
to everyone's
advantage.**

As a worldwide technology leader, Konica Minolta has taken bold steps to protect the environment. For years, we've been leading the way toward a greener, cleaner tomorrow.

Promoting recycling by paying all costs ourselves. Reducing CO₂ emissions by up to 20% in 2015 – and up to 80% by 2050. Minimizing pollutants in manufacturing processes. Creating products that save energy in operation. Committing to programs that safeguard the planet for generations to come.

With over 37,000 employees in 40 countries, our goal is to conduct business activities in harmony with our global vision for social responsibility – and our industry awards and environmental certification achievements. have proved that we're making a difference.

For products, programs, policies and results that benefit our customers and protect our planet, count on Konica Minolta.



KONICA MINOLTA



bizhub PRESS C6000

COST-FREE

BEING GREEN WITHOUT SPENDING GREEN – THAT’S A WIN-WIN SOLUTION FOR EVERY BUSINESS. THE KONICA MINOLTA CLEAN PLANET RECYCLING PROGRAM IS THE INDUSTRY’S FIRST COST-FREE PLAN FOR RECYCLING CONSUMABLES FROM EVERY PRODUCT WE SELL. WE PAY FOR RETURN SHIPPING. WE PROVIDE RECYCLING CONTAINERS. WE EVEN MAKE USE OF REGIONAL FACILITIES THAT ENABLE US TO REDUCE EMISSIONS BY MINIMIZING UNNECESSARY TRAVEL.

leading the way toward a clean planet

RECYCLING

How recycling works for the environment.

With nationwide reach in mid-2010, our Clean Planet Recycling Program covers all consumables from every Konica Minolta product – toner cartridges, imaging units, waste toner bottles, developer/developer units and drums.

It’s designed to keep these recycling materials out of landfills and off the road as much as possible. Shipping is targeted to regional facilities, minimizing transportation costs and emissions.

Our exclusive Clean Planet recycling containers are also designed to reduce cost and minimize waste. Only consumable items are returned for recycling – original shipping cartons and packing materials are disposed of locally.

How recycling benefits every business customer.

For recycling, single consumable items are shipped using return cartons and postpaid UPS labels printed from the Konica Minolta Clean Planet website. Each label automatically specifies the nearest processing facility. Shipping is free – and time and effort are minimal.

For mid-sized customers, Konica Minolta can provide recycling boxes designed to hold 10 - 15 consumable items. And for applications like central corporate reproduction centers and commercial printers, we can arrange delivery and pickup of recycling pallets that hold a larger quantity of consumable items.


We even design our toner bottles with recycling in mind. All Konica Minolta toner bottles are made of HDPE2, – a material that can be collected and recycled at most local facilities. 40% of the plastic we use to make toner bottles is recycled – and 100% of the recycled plastic used is made from post-consumer waste.

User-friendly commitment to recycled paper.

Konica Minolta has partnered with paper suppliers who procure their stock from environmentally sustainable forests.

When we recommend specific brands of paper for our bizhub® multifunctional peripherals (MFPs) and magicolor® and pagepro® printers, we test and certify several 100% post-consumer waste papers – and online, we make available a copy of our comprehensive media guide describing the recycled paper recommended for use with each product.





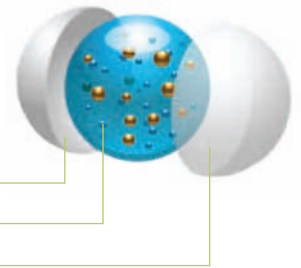
KONICA MINOLTA'S ENVIRONMENTAL POLICIES COVER ALL ASPECTS OF DESIGN, MANUFACTURING, OPERATION AND RECYCLING. A CORPORATE-WIDE COMMITMENT ISN'T EASY TO SUSTAIN – SO WE HAVE RESTRUCTURED OUR MANAGEMENT TEAM TO FOCUS ON WHAT WE CALL CORPORATE SOCIAL RESPONSIBILITY, OR CSR. CSR IS AN ESSENTIAL FACTOR IN EVERY BUSINESS DECISION WE MAKE – AND THE BENEFITS WILL BE SHARED BY ALL.

SIMITRI

products that help protect the environment



bizhub 423



Wax

Pigment

Thin core shell

SIMITRI HD TONER: The thin core shell allows toner particles to fuse more quickly.

Simitri HD

High Definition Polymerized Toner

WITH BIOMASS

Simitri with biomass – a better way to make an impression.

In 2000, Konica Minolta introduced Simitri® toner – the world's first polymerized toner, designed with smaller, more uniform particles to improve detail and definition.

Right from the start, Simitri toner was produced using plant-based "biomass," a renewable organic resource that has less environmental impact than conventional toners. It enables our bizhub color MFPs to reduce toner consumption by more than 30%. Finally, the production process that creates Simitri toner generates nearly 40% less carbon dioxide – reducing output of a gas that contributes to global warming.

Saving energy and reducing warm-up time.

Simitri toner also saves energy, because its low-temperature fusing consumes less energy and reduces power consumption. Using Simitri toner, the bizhub C652 Series MFPs employ an IH (Induction Heating) system in the fusing section that heats the surface of the roller to minimize power consumption. The bizhub C360 Series uses a lower temperature fusing system that consumes less energy in creating rich, vivid color images.

Both bizhub product series offer new image stabilization control, Sleep Mode to reduce power after a shorter period of inactivity, and more efficient print controllers. Thanks to innovations like these, bizhub color models consume 30 - 40% less energy than previous-generation MFPs.

And in Konica Minolta B&W MFPs, a sophisticated toner recycling system automatically collects, recycles and re-uses toner that is not fused to paper during the printing process – saving approximately 20% of the toner for re-use.

More energy-saving technologies.

Saving energy not only helps protect the environment – it also protects our customers' bottom line by reducing energy costs. In action, the bizhub C652 Series and other bizhub models are designed to optimize power consumption for each operating mode – focusing electricity to the function required. When a fax is received, for example, the bizhub C652 automatically adjusts its power supply away from idle circuitry, such as the scanner.

Konica Minolta designs its MFPs with standard or optional duplex capability – enabling them to print and copy quickly and efficiently on both sides of each sheet of paper. Many models can

produce two-sided prints and copies at full rated output speed, so saving paper won't compromise productivity.

To increase efficiency even further, the bizhub C652DS and C552DS incorporate Dual Scan Technology that scans both sides of a page in a single pass – saving time and boosting productivity by sharing information more quickly.

Finally, Konica Minolta products like the bizhub 423 are designed to keep weight to a minimum. That means less CO₂ is emitted during production, packing and transportation. The volume of greenhouse gas associated with the bizhub 363 has been reduced to 77% – an industry-leading figure.

Simitri HD

High Definition Polymerized Toner



Pulverized Toner



Simitri HD Toner: Smaller particles and more efficient low-temperature fusing increase image resolution while reducing environmental impact.

programs that safeguard future generations

ECO VISION

PLANNING FOR TOMORROW REQUIRES VISION: THE ABILITY TO SEE BEYOND SHORT-TERM NEEDS AND WORK TOWARD FUTURE BENEFITS OF EVEN GREATER IMPORTANCE. AND AT KONICA MINOLTA, THE FUTURE IS A TOP PRIORITY – IN A WIDE RANGE OF PROGRAMS THAT PROTECT THE ENVIRONMENT, INSPIRE GLOBAL CONSERVATION EFFORTS, AND HELP MAINTAIN A CLEAN PLANET FOR FUTURE GENERATIONS.



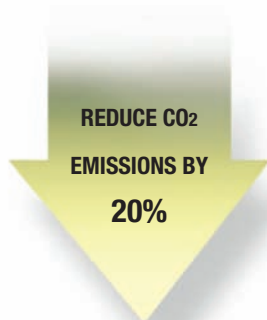
bizhub PRO 1200

2050

Eco Vision 2050: a bold step toward a better world.

Looking ahead, Konica Minolta has anticipated the need for even stronger environmental efforts – and we've committed ourselves to reaching an ambitious target.

Our Eco Vision 2050 Program has set a goal of reducing CO₂ emissions 80% by the middle of this century. As an intermediate milestone, by the year 2015 we will reduce carbon dioxide emissions by 20% compared to 2009 levels. This corporate-wide effort will challenge every aspect of our business – reducing power consumption, preventing waste and leakage, increasing efficiency in manufacturing, improving support systems, and streamlining our shipping methods. By working together, we have vowed to achieve these goals.



More programs to benefit the environment.

“Green Factory” certification programs are in place to drive Konica Minolta factories toward the future – meeting and surpassing strict standards in the critical areas of reducing greenhouse gases, recycling materials, and controlling chemical substances.

One of these standards is Zero Waste Level 2 – reducing the volume of externally disposed waste by over 30% per unit sales compared to the level of fiscal year 2001. Konica Minolta has recently achieved this standard in five additional international sites, including two in the United States.

All of our 15 manufacturing facilities in Japan already meet Level 1 emission criteria, which require a resource recovery rate of over 90% with less than 5% final disposal rate.

In compliance with the Restriction of Hazardous Substance Directive (RoHS) of the European Market, Konica Minolta has also phased out the use of environmental hazards such as lead, cadmium, mercury, hexavalent chromium and two types of polybromic fire retardants in all our MFPs and printers. We have voluntarily reduced the use of volatile organic compounds, weighing and adopting various alternatives to toxic chemicals and heavy metals.



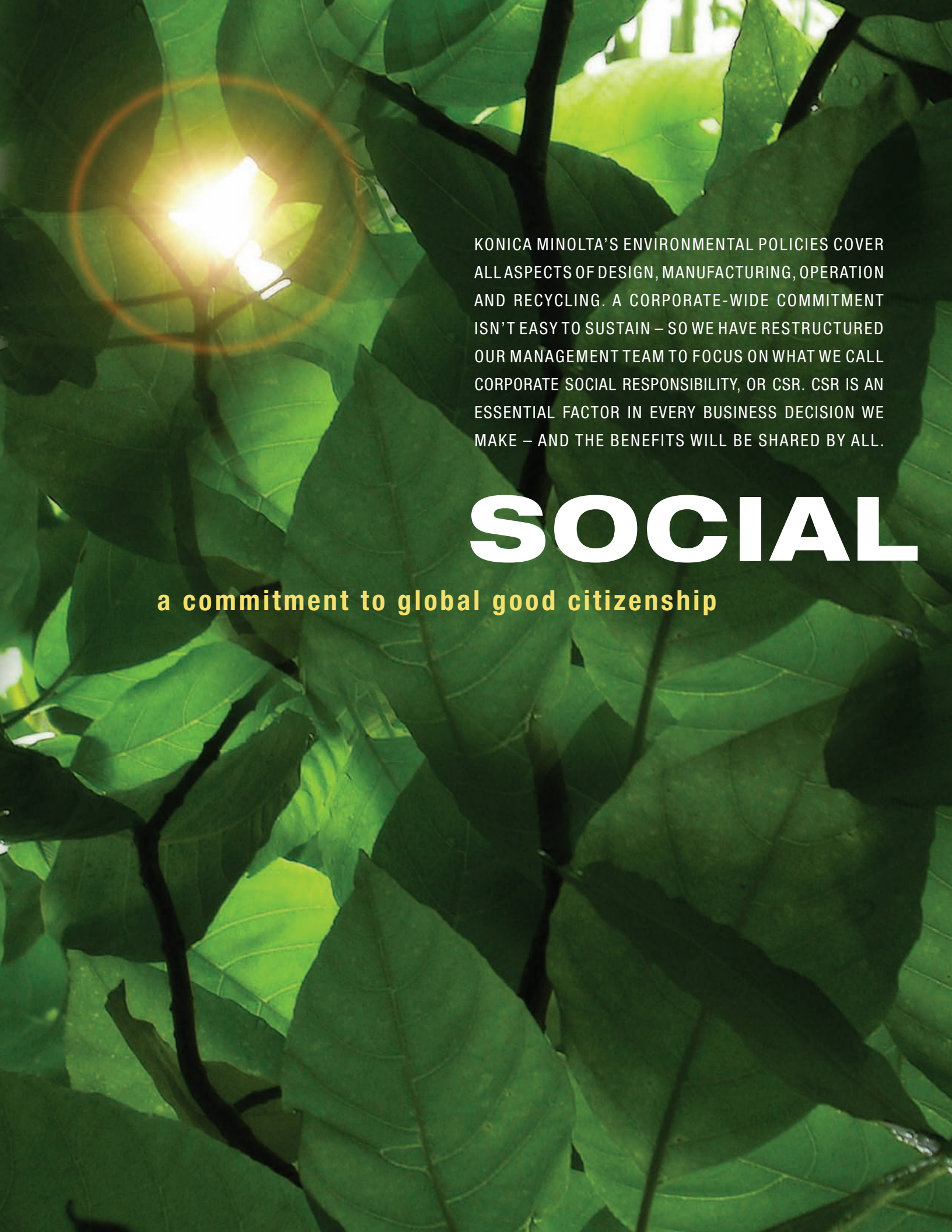
And we have a strong “Green Procurement” program in place to obtain materials, parts and components from suppliers who make a significant contribution to environmental initiatives – and we assess all potential suppliers according to a comprehensive evaluation of their environmental policies.

A new approach to products at end-of-life.

What happens to our MFPs and printers when they reach the end of useful life? Some companies no longer worry about the products they've sold – but not Konica Minolta.

We have developed a comprehensive program to handle end-of-life products in ways that protect and benefit the environment. 100% of the plastics in our machines are designed to be recycled. Our products can be disassembled by one person using ordinary tools. And our recycling facilities are equipped with crushers and mechanisms that remove foreign matter to support the recycling process, resulting in the recycling of 100 tons of plastic each year.

And we also recycle the shipping and packing materials associated with return of our products at end of life – another important benefit for the environment.



KONICA MINOLTA'S ENVIRONMENTAL POLICIES COVER ALL ASPECTS OF DESIGN, MANUFACTURING, OPERATION AND RECYCLING. A CORPORATE-WIDE COMMITMENT ISN'T EASY TO SUSTAIN – SO WE HAVE RESTRUCTURED OUR MANAGEMENT TEAM TO FOCUS ON WHAT WE CALL CORPORATE SOCIAL RESPONSIBILITY, OR CSR. CSR IS AN ESSENTIAL FACTOR IN EVERY BUSINESS DECISION WE MAKE – AND THE BENEFITS WILL BE SHARED BY ALL.

SOCIAL

a commitment to global good citizenship



ISO 14001: conforming to a higher standard.

To ensure the efficiency of environmental management programs throughout Konica Minolta's worldwide operations, our policy is that every production site obtain ISO 14001 certification.

Addressing a wide range of environmental issues, the goal of ISO 14001 certification has motivated us to take into account each stage in the life cycle of our products – not only our manufacturing facilities, but also our product development, sales and administrative divisions. With the active oversight of our CSR executive and environmental management committee, the entire Konica Minolta group in Japan has attained multi-site ISO 14001 status and can be managed under a single ISO certification standard.

RESPONSIBILITY

A statement of principles – and a blueprint for success.

At Konica Minolta, our goal is to conduct business activities in harmony with the environment. Accordingly, we have adopted corporate Environmental Policies that promote sustainable growth within an international framework – a truly global commitment. The Konica Minolta Environmental Policies are summarized as follows:

Global good citizenship. Responding to the call for a sustainable society, we will continue to conduct our business activities in a manner that preserves the environment, grows the economy and fulfills social and ethical responsibilities. Each of us works toward enhancing our knowledge and awareness of the global environment and acts responsibly for sustainable growth.

Respect for laws around the globe. We will continue to comply with legal requirements in each country and region where we do business – and we respect, in an equitable manner, the expectations of our stakeholders and the consensus of the international community.

Consideration for the environment.

Throughout the entire life cycle of our products and services, we are committed to reducing environmental impact at every stage – because we recognize that responsibility for a product rests with its manufacturer.

Initiatives to counter global warming.

Because global warming is one of the world's most urgent environmental issues, we will continuously reduce greenhouse gas emissions that derive from our business activities and the manufacturing and operation of our products.

Commitment to recycling. We continually work to create a recycling-oriented society by minimizing consumption of natural resources, promoting "Zero Waste Emission" activities, and accelerating initiatives for the recovery and recycling of end-of-life products and packaging materials.

Preventing chemical pollution. Recognizing that chemicals can affect human health and safety, we will continue to take every countermeasure to prevent chemical pollution, reduce the use of chemicals, and lower the volume of chemical discharge to minimize environmental risks.

Promoting information disclosure. We are accountable to our stakeholders and to the societies we serve by actively disclosing environmental information and communicating potential risks. Our Environmental Policies are disclosed to the public via our website and other related materials.

Establishing environmental objectives. We establish and administer objectives, targets and management programs to translate our Environmental Policies into reality – and we will continuously review these objectives, targets and programs to improve our environmental performance.



The Konica Minolta CSR Report.

Our management policies are dynamic – and Konica Minolta continues to move forward with new environmental initiatives that cover a wide range of corporate activities. In addition to regular environmental reports made available on our corporate website, we produce a comprehensive Corporate Social Responsibility (CSR) report that summarizes environmental policies, energy-saving innovations, product safety enhancements, emission-reduction programs, recycling initiatives, social welfare programs and many other CSR activities. To obtain a copy of this report, as well as other comprehensive environmental information, please visit: <http://www.konicaminolta.com/about/environment>



recognition that we're making a difference

CERTIFYING

WITH THE ENVIRONMENTAL PROTECTION EFFORTS OF OUR PRODUCTS, PROGRAMS AND POLICIES, KONICA MINOLTA CONTINUES TO TAKE STEPS TOWARDS A CLEAN PLANET FOR EVERYONE. WE'RE PROUD OF OUR ACHIEVEMENTS. AND THE INTERNATIONAL COMMUNITY HAS RECOGNIZED THE PROGRESS WE HAVE MADE – BY AWARDING KONICA MINOLTA WITH A LONG SERIES OF ENVIRONMENTAL AWARDS AND CERTIFICATIONS.



bizhub C652 Series

SUCCESS

The bizhub C652 Series: a clean sweep of performance awards.

The prestigious Buyers Laboratory Inc. (BLI) testing program has recently given the Konica Minolta's bizhub C452 their 2010 Outstanding Achievement Award for Energy Efficiency. In 2009, the bizhub C552 also won this award, which measures energy consumption and cost savings as well as recovery time from energy-saving mode, sleep mode, and time from idle.

Along with these important environmental awards, BLI has also awarded all five models in the bizhub C652 Series "Picks of the Year" for 2010 – recognition that these color multifunction peripherals provide outstanding performance in each individual class, including exceptional reliability, productivity and image quality.

Their predecessor products, the bizhub C650 Series, were awarded the 2007 Energy Conservation Grand Prize by the Agency of Natural Resources and Energy within the Japanese Ministry of Economy, Trade and Industry (METI).

In addition to BLI awards, the Konica Minolta product line has won multiple 2010 awards from BERTL, including awards for environmental sustainability. Other awards recently earned by Konica Minolta include the 2009 GSA Environment Award. And the Brand Keys Customer Loyalty Engagement Index rates Konica Minolta number one in the MFP office copier category for the third consecutive year.

Continuing excellence in the Energy Star program.

Konica Minolta products continue to attain consistent ratings of excellence in the Energy Star Program. A joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy, Energy Star helps consumers make wise purchasing decisions that save in operating costs. Their guidelines have been made more strict – but the majority of Konica Minolta models, including bizhub, bizhub PRO, magicolor and pagepro devices, are Energy Star certified.

To earn their Energy Star certification a product must meet the following guidelines:

- 25% greater efficiency on average while delivering the same performance as less efficient conventional equipment.
- Consuming about half the electricity of standard models and powering down when not in use.
- Printing on double-sided (duplex) pages, reducing both copying and paper costs.
- Running cooler and lasting longer than conventional equipment, so businesses can also save on air conditioning and maintenance.



Because office machines are often running for long periods of time (even 24 hours per day), Energy Star certification can result in significant corporate savings. Imaging products qualified under Energy Star will save more than \$3 billion over the next five years – and avoid greenhouse gas emissions equivalent to four million cars.

Earning additional environmental certification.

Konica Minolta products are also evaluated and awarded certification labels under a broad range of international programs, including:



Eco-Mark: certification that a product has low environmental impact as recognized by the Japan Environmental Association.



International Energy Star: implemented under a joint U.S.-Japan agreement, this program uses the Energy Star mark to label energy-saving OA equipment that meets its guidelines.



Blue Angel: the world's first environmental-protection label, introduced in Germany in 1978, certifies that products and services have low environmental impact.



EcoLeaf: a program that quantitatively identifies and discloses the environmental impact of products throughout their lifecycle.



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