

Green Policy Guidelines

Based on the foundation of the Fujifilm Green Policy, Fujifilm Sericol strives to provide printers with products and processes that contribute to sustainability, environmental quality and eco-efficiency. All of these elements are important when defining sustainable printing operations.

Sustainability

Sustainability is defined as development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. Sustainability is a journey and new criteria will expand and evolve over time as new techniques and technologies become available.

To realize sustainable development, it is very important to establish programs and practices around the 3R's. The 3R's are: Reduce, Reuse and Recycle. For example, by Reducing the amount of waste we generate, Reusing as many resources as possible, and Recycling resources and energy, we can reduce resource consumption that will minimize impacts on the environment as a result.

Environmental quality

Environmental quality contains both the environmental quality of a product and that of a corporation. In brief, environmental quality is the degree of friendliness to the environment. Environmental friendly products take into account the environmental concerns over the entire life cycle of the products, from product development to end of the product life, including disposal. There are five core requirements:

The 1st requirement is to have an environmental management system that is working efficiently.

Attaining the international standard of ISO14001 certification, and, the establishment and continual improvement of the environmental management system are included in the basic environmental policy of the Fujifilm Group.

The 2nd requirement is that adequate information disclosure is being made on environmental issues. Issuing of the annual "Fujifilm Sustainability Report" or providing customers with Material Safety Data Sheets are examples that comply with this aspect.

The 3rd requirement is to maintain good communications and relationships with community, industry, and government. Fujifilm has established various programs to financially support projects for the preservation and improvement of environment. Examples include the Fujifilm Greenery Fund in Japan and the Fujifilm Panda project in the United States.

The 4th requirement is to implement environmental education, to motivate and support environmental activity, to employees. The educational program on the Green Policy for all employees conforms to this requirement.

The 5th requirement is to strive to minimize the environmental load or impact as a corporation, and achieving positive results. Our key measurement objectives centered on reduction of volatile organic compounds, hazardous and non-hazardous waste conforms to this requirement.

Eco-efficiency

Eco-efficiency is an index of efficiency between ecological input and economical output. It can be used as one of the useful quantitative indices for evaluation of environmental quality.

Eco-efficiency is described as the quotient of created value divided by environmental impact.

Since created value in the equation has various aspects such as product quality or earnings, and environmental impact also has various aspects, value of eco-efficiency has various meaning and is not a concretely defined value. For a company, eco-efficiency can be used as an index regarding sales growth versus environmental impact.

Improving eco-efficiency will result in not only reducing environmental impact but also supporting the company's sustainable growth.

There are two factors for increasing eco-efficiency.

The first is to minimize resource consumption, such as energy, raw material and water.

The second is to improve the quality of products, services and work efficiency, while, on the other hand, minimizing the natural environmental impact by reducing air pollution, water contamination and waste generation.

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