



Creating a sustainable print shop:  
Grow your business while making  
environmental choices.

# 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 on board since the 1960s.** Before it was fashionable to be green, we did it because it was the right thing to do.



Sustainability has never been more important in today's print production world. Customers are demanding it and it has even become an eligibility requirement for participating in some bids. In short, sustainability can no longer be viewed as a cost of doing business, but a way of doing business.

We can help your operation meet its sustainability initiatives—and in doing so, reduce your costs, improve your efficiency and help you grow your business. Whether you want to adopt more efficient technology that saves energy, or be certain your suppliers are doing their part to reduce environmental impact, we'll partner with you to help you work smarter, faster and in ways that are good for our planet and better for your business.

## Upgrading with more efficient technology helps you save energy—and more.

A significant portion of our R&D focuses on developing products that deliver measurable sustainability results, particularly in real-world print production environments. Upgrading older, less energy-efficient products to this newer technology will not only save energy, but it can reduce waste, cut costs, and give your operation new capabilities that can help win more customers.

- The Xerox® CiPress™ 500 Production Inkjet System uses waterless inks that are safe, nontoxic and not regulated as hazardous waste in the U.S. under 40CFR261 or in the EU according to the Hazardous Waste Directive 91/689/EC. Because of this innovative technology, it has received a Good Deinkability rating from the International Association of the Deinking Industry ... meaning outputs can be recycled along with standard office printing. All of this while delivering unsurpassed color output on low-cost, untreated plain paper.
- Our Emulsion Aggregation (EA) Toner reduces the energy investment per page by 15–20 percent compared to conventional

toner. More prints can be made per pound of EA toner, less energy is needed to fuse the EA toner to the page and the manufacturing of EA toner is more energy efficient. What's more, EA Toner is estimated to generate 28 percent fewer greenhouse gas (GHG) emissions in the manufacturing process than conventional toner. With control over the toner particle shapes during the aggregation step, we can also manufacture toners that transfer to the paper more efficiently, resulting in less toner waste to discard.

- The Xerox Nuvera® EA Digital Production System and DocuColor® 242/252/260 include products that are ENERGY STAR® qualified. These products automatically shut off or power down when not in use, lowering electricity use.
- 97 percent of Xerox® iGen® Digital Press components are recyclable or can be used in remanufacturing. Moreover, the nontoxic dry inks used are in closed containers with a transfer rate near to 100 percent for maximum efficiency every day.

## Reduce waste by integrating print-on-demand technology.

Digital production technology reduces the potential for wasted paper by making it economical to print documents as they are ordered and in the exact quantities needed. We have a broad portfolio of print-on-demand solutions to add this capability to your operation ... and the expertise to help you make the most of it. Best of all, we'll show you how it can help reduce obsolescence, which in non-print-on-demand environments, can represent between 10–20 percent of the total costs.\*

“Meetings tend to generate a lot of waste, both for the company and the environment. Print on demand can support meetings' sustainability, and that's really a good story.”

—Nicholas Brusco  
President, Earth-Digital

\* InfoTrends, “The True Cost of Business Communications,” 2009.



### The latest workflow technologies save labor and energy.

Automating labor-intensive processes in your workflow not only saves valuable time, but it can lower your resource use and help you operate more efficiently. Leveraging our Xerox® FreeFlow® Digital Workflow Collection, we'll partner with you to ensure savings in time and labor all add up to smarter use of your resources.

- Xerox® FreeFlow Process Manager® automates vital prepress tasks such as preflighting, image enhancement and proofing to maximize your printing capacity and your efficiency.
- You can manage all production digital printing in your shop more efficiently with Xerox® FreeFlow Output Manager®, which enables load balancing across printers to utilize your digital printing resources more effectively.

### We'll show you how to 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.\*\* We can not only help you save paper and make the most of every sheet, but we can connect you to environmentally preferable papers that are ideal for digital print production.

- The Xerox® iGen4® EXP Press allows you to print as many images per page as possible on a sheet, taking advantage of the largest sheet size—an expanded 14.33" x 26" sheet size, allowing you to print significantly more per sheet in a single run. By printing more per sheet, you'll have smaller print runs, which in turn reduce energy.
- Xerox provides paper suppliers with requirements on how they source and produce paper, supporting responsible forest management. We have also introduced papers that comply with sustainable forest management standards, including the Forest Stewardship Council (FSC) and the Program for the Endorsement of Forest Certification (PEFC).

- In addition, we offer Xerox Recycled Papers developed to run efficiently and reliably, due to rigorous testing and qualification processes conducted at our Media and Compatibles Technology Center.

### Developing good waste prevention and management practices.

We offer a world-class imaging and supplies reuse and recycling program. Through our Green World Alliance supplies recycling program, our customers return millions of cartridges and toner containers for reuse, remanufacturing and recycling each year—and we make it easy by offering a number of return options. In fact, over the last 20 years, our supplies recycling programs have kept more than 145 million pounds of waste out of landfills.

\*\* [www.energystar.gov/ia/partners/downloads/promotions/workingtomakeeachangebroad.pdf](http://www.energystar.gov/ia/partners/downloads/promotions/workingtomakeeachangebroad.pdf)

# Partnerships

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

## Academia:

- Advisory Board of the Center for Sustainable Systems at the University of Michigan
- Advisory Board of Golisano Institute for Sustainability at the Rochester Institute of Technology
- Advisory Board for American University Center for Environmental Policy

## Business:

- Business Roundtable Climate RESOLVE
- Business Roundtable S.E.E. (Society, Environment, Economy) Change
- Business for Social Responsibility
- Sustainability Innovators Working Group
- EcoPatent Commons

## Nongovernmental Organizations:

- Environmental Defense Fund Climate Corps
- International Leadership Council of The Nature Conservancy
- The Prince's May Day Network
- Organization for Economic Cooperation and Development (OECD) Expert Advisory Group on Sustainable Manufacturing and Eco-innovation
- Board of Trustees of Second Nature
- Board of Trustees of Central Western New York Chapter of The Nature Conservancy

## Government:

- Sustainable Energy Authority of Ireland
- U.S. EPA ENERGY STAR
- U.S. EPA SmartWay Transport Partnership
- U.S. EPA WasteWise

Connect with us to ensure a greener today and tomorrow.

For more information about our commitment to environmental sustainability please visit:

[www.xerox.com/environment](http://www.xerox.com/environment)



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