

Ricoh Company, Ltd.
Corporate Environment Division

Ricoh Group Environmental Symbol and Slogan

We live by a philosophy we call, "Our earth, Our tomorrow".
It's a statement of the idea that because we all share the planet, we are all obligated to protect and preserve it.



The Conference on International Green Purchasing Network (IGPN) in India

Ricoh Group Sustainable Environmental Management

“Greening Supply Chains and Green Purchasing at Ricoh”

Kenji (Ken) Tanaka

General Manager,
Environmental Sustainability Development Office
Corporate Environment Division
Ricoh Company, Ltd.

RICOH

1. About Ricoh Group

2. Ricoh Environmental Management

3. Ricoh Green Purchasing

General Information

1. **Solutions Provider** including manufacturing & marketing office equipments, founded in 1936.

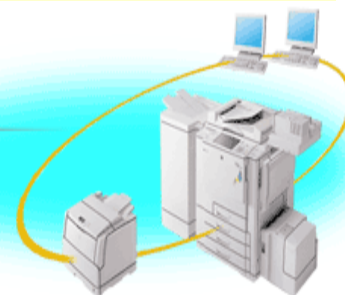
2. FY2005 Consolidated Data

- Net Sales: ¥ 1,915 Billion
 (US\$ 16.4 Billion)
- Net Income: ¥ 97 Billion
 (US\$ 829 Million)
- Number of Employees: 76,150
- Number of group companies : 319

Main Products

· **Networking Multi- Function Products (MFP)**

Aficio



· **Networking Printers**



· **Networking Scanners**

· **Digital Duplicators**

· **Parts & Components**

· **Media**



· **Cameras**



US\$=Japanese Yen 105

Ricoh Group Brands

Ricoh Group markets office equipments under 6 group brands to our customers worldwide.



Ricoh Global Network (Marketing and Other Operations)

■ Ricoh Europe B.V. in Holland
(European Regional Headquarters)



■ Ricoh Company, Ltd.
(Ricoh Group & Japanese
Operation Headquarters)



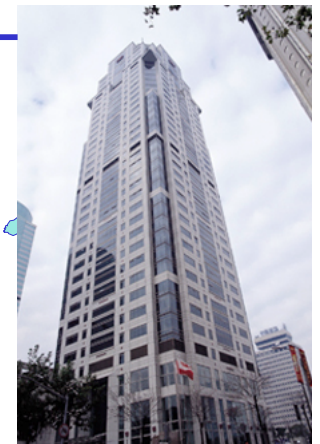
■ Ricoh Corporation in NJ, USA
(America's Regional Headquarters)

■ Ricoh Asia Pacific Pte. Ltd.
(Asia Pacific Regional Headquarters)



Shanghai

■ Ricoh (China) Co., Ltd.
(China Headquarters)



Ricoh Global Network

(Major R&D and Manufacturing Facilities)

■ Ricoh Electronics, Inc.
in CA & GA, and Mexico



■ Ricoh UK Products Ltd.



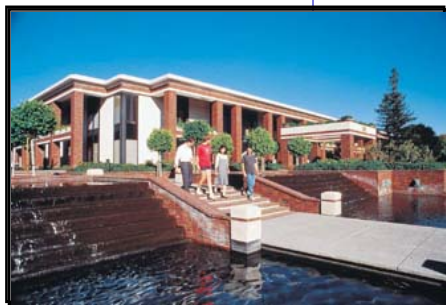
■ Shanghai Ricoh Facsimile Co., Ltd.



■ Ricoh Gotemba Plant



■ Ricoh Innovations, Inc.



■ Ricoh Industry France S.A.



■ Ricoh Asia Industry S.Z. Ltd.



■ Ricoh Research and Development Center



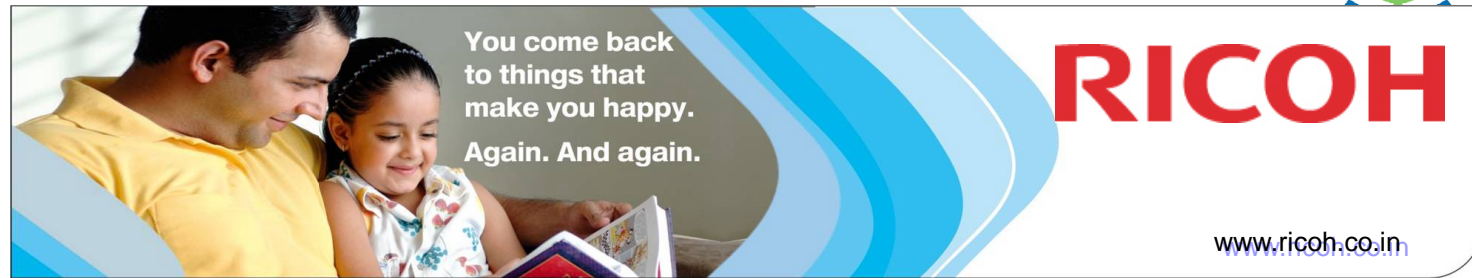
Overview

Our Business

Providers of World Class Document Management Hardware and Software Solutions from Ricoh.

Profile

- Incorporated as a joint venture with RPG Group (RPG Ricoh) in the year 1993.
- Reincorporated as Ricoh India (May 1998).
- Merged with Gestetner India in July 2005 to be able to offer to its customers newer value in terms of product portfolio and national service support.
- Share Capital - Ricoh : 74%,
Public : 26%
- Turnover - Rs. 1684.4 Million (Year Ended March 2006)
- Employee Strength - Over 750 employees Nationwide



Sales & Service Network

Sales

15 Branch offices
214 Authorised dealers

Service

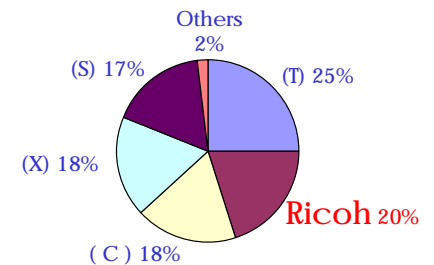
300 Company Service Engineers
300 Dealer Service Engineers.



Product Lineup

- Colour & B/W Multifunction Products , 15ppm to 135ppm
- CopyPrinters.
- Colour Laser Printer
- Wide Format Multifunction
- Stencil Duplicator

Market Share



Source: IDC 05-06 for A3 Digital Copier/ MFP's.

World Class Document Management solutions

Ricoh's Corporate & Management Philosophy

Corporate Philosophy

< The Sprits of Three Loves >

Love your **neighbor**
Love your **country**
Love your **work**

Management Philosophy

Our Purpose

To constantly **create new value** for the world at the interface of people and information

Our Goal

To be **a good global citizen** with reliability and appeal

Our Principles

To think as **an entrepreneur**
To put ourselves in **the other person's place**
To find **personal value** in our work

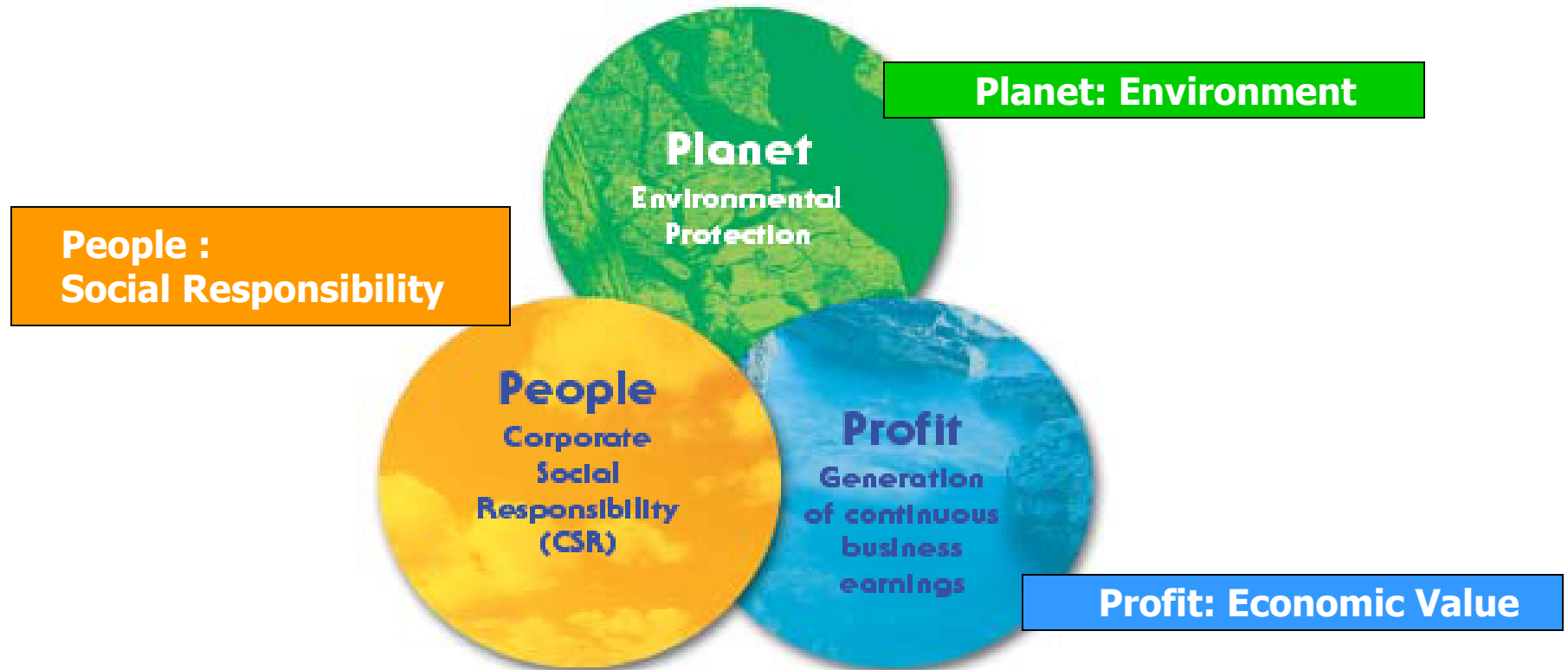
1. About Ricoh Group

2. Ricoh Environmental Management

3. Ricoh Green Purchasing

Sustainable State

< 3 P's Balance (Planet / People / Profit) >



“Balanced state to maintain a level of biodiversity”

- “To maintain a level” means that the living world is balanced.
- “Balanced state” means to consume resource and energy in the earth within a renewable level.

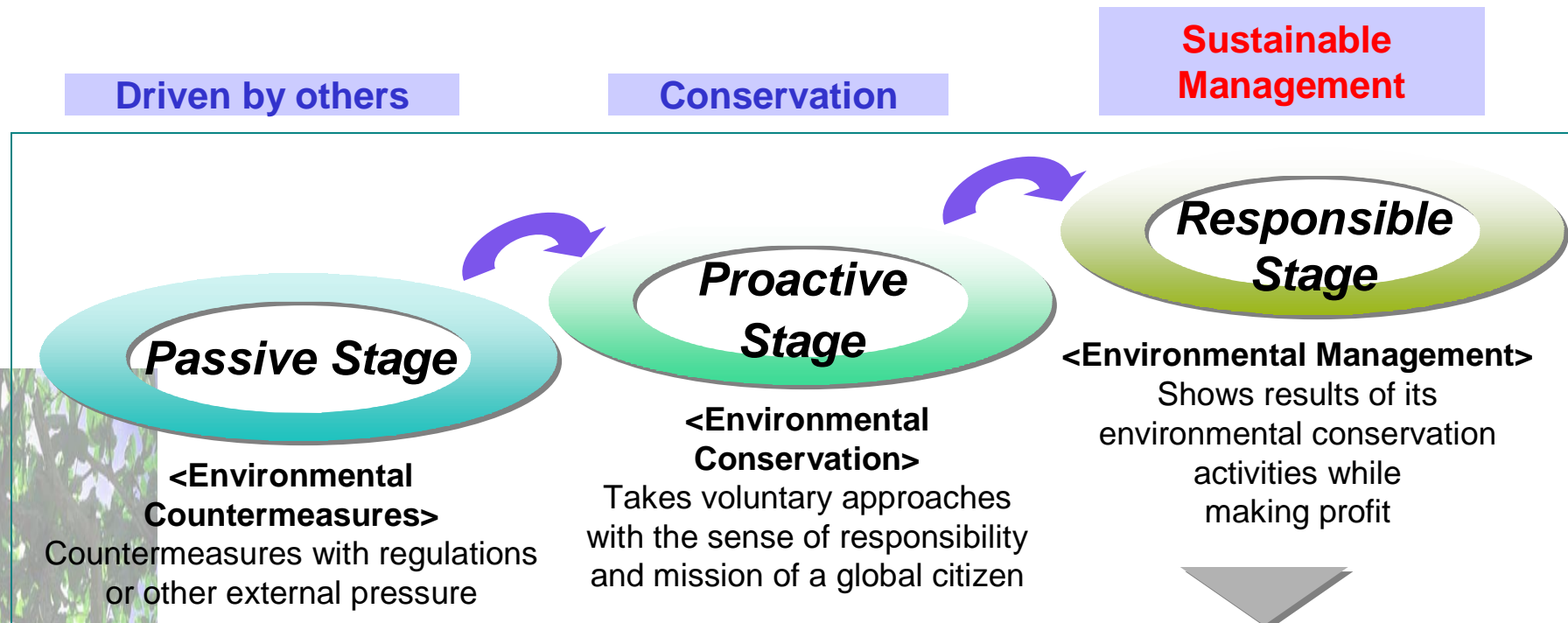
Message from Mr. Sakurai, CEO of Ricoh

Working toward the World's Best Sustainable Environmental Management !

To fulfill its mission as a global citizen, the Ricoh Group has taken it upon itself to contribute to the development of a sustainable society by promoting global environmental conservation, while generating financial profit.

1. Conserving the global environment as our mission
2. Continuous environmental conservation activities by all employees
3. The development of environmental technologies

Three Steps toward Sustainable Environmental Management



Consider environmental conservation and economic benefits at the same time

Pursue environmental management that produces higher environmental & economic benefit together

1. About Ricoh Group

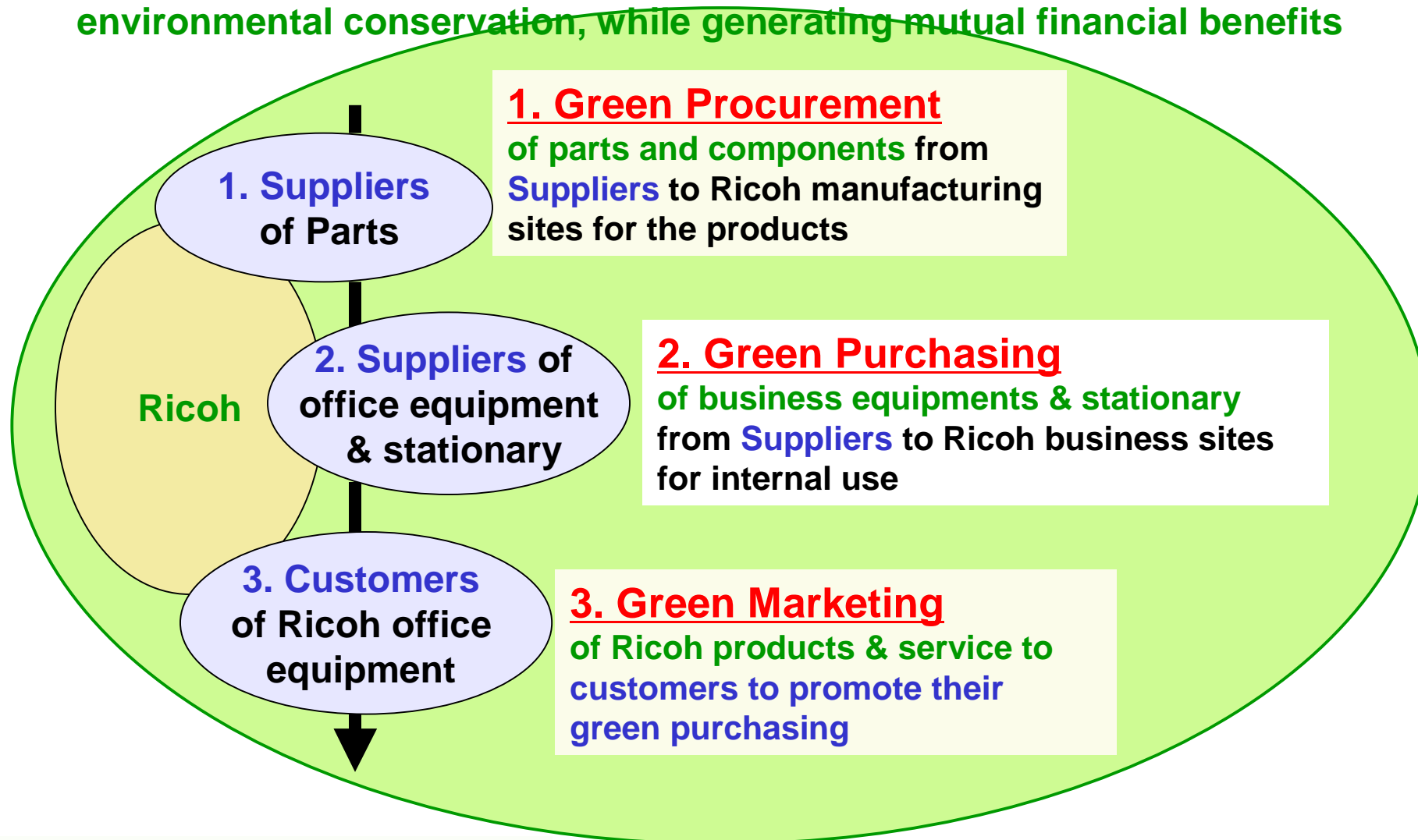
2. Ricoh Environmental Management

3. Ricoh Green Purchasing

Ricoh Green Purchasing

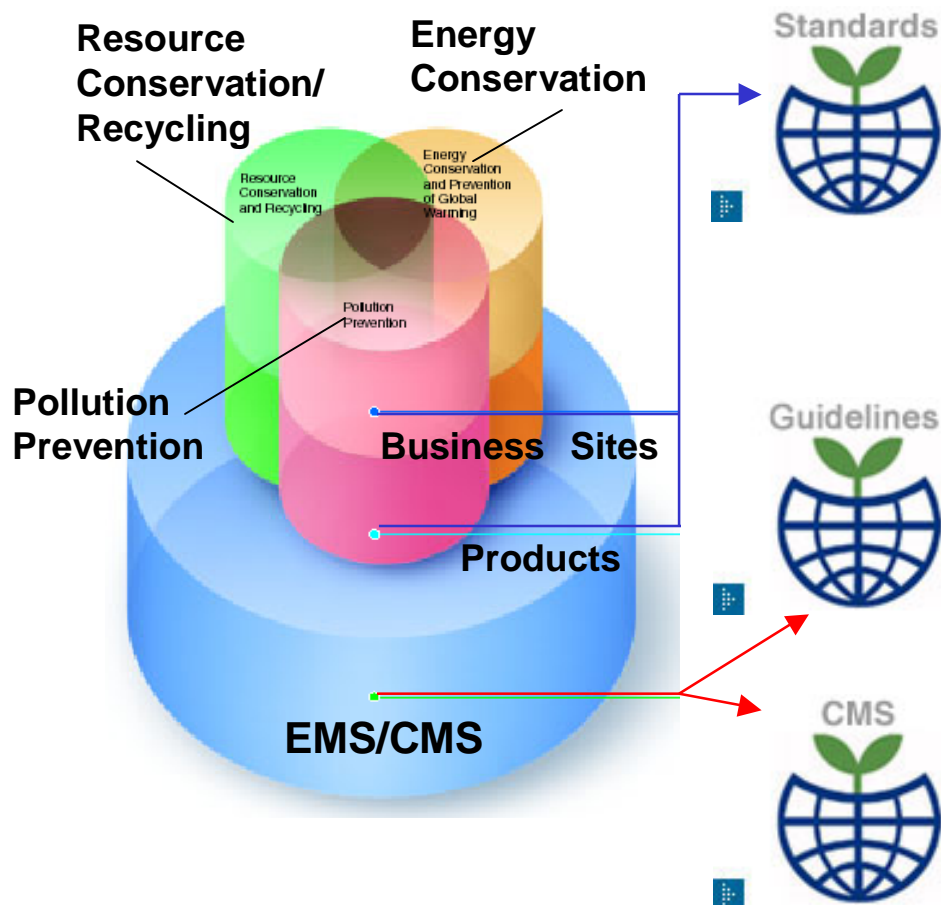
in supply chain of the products.

Both suppliers and customers are Ricoh business partners for environmental conservation, while generating mutual financial benefits



1. Green Procurement

of **parts & components** from **Supplier Partners** to manufacture Ricoh products



1. Ricoh Green Procurement Standards

This is to explain Ricoh standards for the procurement of materials and parts used in products. The materials and parts to be delivered to Ricoh Group companies are procured in compliance with these standards.

2. Environmental Management System (EMS)

It is one of requirements for our suppliers to establish the Environmental Management System (EMS).

3. Chemical Substance Management System (CMS)

Refer to P31 of 2005 Ricoh Group Sustainability Report

<http://www.ricoh.com/environment/guideline/index.html>

2. Green Purchasing

of business equipments & stationary from Suppliers to Ricoh business sites for internal use

**グリーン購入法
適合商品**

Ricoh Group Companies in Japan can only purchase products* in compliance with “Law on promoting Green Purchase”.

* Products, such as Paper, Stationary, Office Furniture, Office Equipments, Consumer Electronics, Lighting, Working Cloths, etc., are listed in the DB for all Ricoh group companies in Japan to place an order.

Law on Promoting Green Purchase from Ministry of the Environment (Japan) :

has been effective since 2000, enforcing government & national organizations to purchase only the products in compliance with this law and in the GPN DB . The local government is requested, & **the private sector is recommended** to do so. <http://www.env.go.jp/en/lar/green/index.html>

Specifications and requirements are basically reviewed every year.

GPN (Green Purchasing Network) for Japan : <http://www.gpn.jp/English/index.html>

The Green Purchasing Network (GPN) was established in February 1996 to promote green purchasing among consumers, businesses and governmental organizations in Japan. As of April 2004, it has about 2,800 member organizations, including corporations, local governments, consumer groups, environmental NGOs, and cooperative associations. GPN promotes the ideas and practices of green purchasing by holding seminars and exhibitions throughout the country, draws up purchasing guidelines for each category of products and services, publishes environmental Data Base on products, surveys the status quo, and awards commendations to organizations that have shown remarkable performance in implementing green purchasing.

IGPN (International Green Purchasing Network) : <http://www.gpn.jp/igpn/index.html>

Accepted Items for Green Purchasing as Ricoh Group in Japan



Objective Goods: 8 categories below
All items are in compliance with
Japanese Green Purchasing Law.

1. Paper
2. Stationary
3. Office Furniture & Tools
4. Office Equipments
5. Electronics Equipments
6. Working Uniform
7. Working Gloves
8. Lighting Equipments

Items are reviewed
every year.

An order placement for those
accepted items can be done
from corporate DB.

Other items purchased separately can
not be accepted in corporate account.

別表

- 1 グリーン購買における実績報告の対象品目について下記のとおりとし、判断基準に合致したものをグリーン購買品とする。
- 2 なお、グリーン購買にあたって、配慮事項を確認し、環境保全に一層努めるものとする。
- 3 ニュースタッフ事務用品電子発注システムの品目リストにおける「eco」マークは、判断基準を満たすものとする。
- 4 この品目及び判断基準等は、毎年度見直すものとする。
- 5 対象品目について、「特定品目」を紙類と文具類とし、重点的にグリーン購買を推進する。

この字は平成14年2月のグリーン法改訂の際に追加された品目・Items in RED were added at the review of the law in 2002.
この字は平成15年2月のグリーン法改訂の際に追加された品目・Items in BLUE were added at the review of the law in 2003.

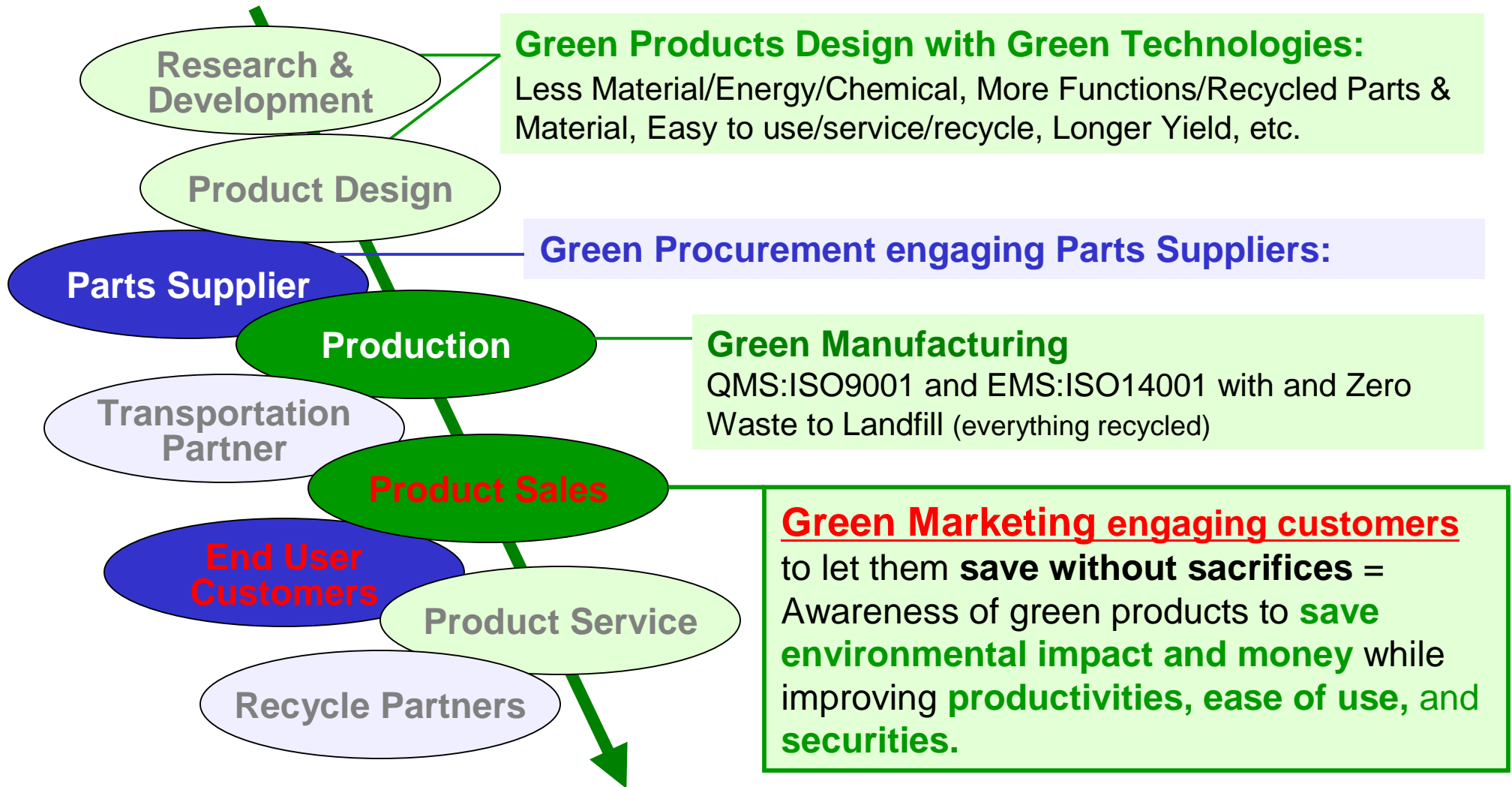
Category	品目数	Items 品目	Category	品目数	Items 品目
1 紙類	4	情報用紙(コピー用紙) 情報用紙(フォーム用紙) インクジェットプリンター用塗工紙 OCR用紙 シアソ感光紙 印刷用紙 衛生用紙(トイレ用ペーパー、ティッシュペーパー)			ファイル バインダー ファイリング用品 アルバム つづりひも カードケース 事務用封筒(紙製) 窓付き封筒(紙製) けい紙 起案用紙 ノート タックラベル インデックス 付箋紙 黒板拭き ホワイトボード用レーザー 糊紙 ごみ箱 リサイクルボックス 缶・ボトルつぶし機(手動) 名札(机上用) 名札(衣取型・首下げ型)
2 文具類	49	シャープペンシル シャープペンシル替芯 ボールペン マーカーペン 鉛筆 スタンプ台 朱肉 印章セット 回転ゴム印 定規 トレー 消しゴム ステープラー ステープラー針リムーバー 連射式クリップ 事務用修正具(テープ) 事務用修正具(液状) クラフトテープ 粘着テープ 両面粘着紙テープ 製本テープ ブックスタンド ペンスタンド クリップケース はさみ マグネット(玉) マグネット(バー) テープカッター パンチ モルトケース(紙めくり用スポンジケース) 紙めくりクリーム OAクリーナー(ウエットタイプ) OAクリーナー(液タイプ) レターケース メディアケース(FD・CD・MO用) マウスパッド OAフィルター(デスクトップ(CRT・液晶)用) 刃切紙断断機 カッターナイフ ガッディングマット デスクマット OHPフィルム 鉛筆 絵の具 墨汁 のり(液状) のり(濃粉のり) のり(固形) のり(テープ)	3 事務用機器類	8	いす 机 棚 収納用什器(棚以外) ローバーディスプレイ コートハンガー 傘立て 掲示板 黒板 ホワイトボード
			4 OA機器	7	コピー機 複合機 拡張性のあるデジタルコピー機 電子計算機 プリンタ プリンタ・ファクシミリ兼用機 ファクシミリ スキャナ 磁気ディスク装置 ディスプレイ シュレッダー
			5 家電製品	6	電気冷蔵庫等(冷蔵庫) 電気冷蔵庫等(冷凍庫) 電気冷蔵庫等(冷凍冷蔵庫) エアコンディショナー テレビジョン受信機 ビデオテープレコーダー ガスヒートポンプ式冷暖房機
			6 作業服	1	作業服・制服
			7 作業用手袋	1	作業用手袋
			8 照明	2	蛍光灯照明器具 蛍光管(直管型・大きき区分40形蛍光灯)

注1) この品目及び判断基準等は、2001年2月環境省が策定した「環境物品等の調達に関する基本方針」を参考に作成。

注2) グリーン購入ネットワークのグリーン購入法特定調達物品情報提供システムに具体的な商品例が掲載(<http://gpn2.wnn.or.jp/law/>を参照)。

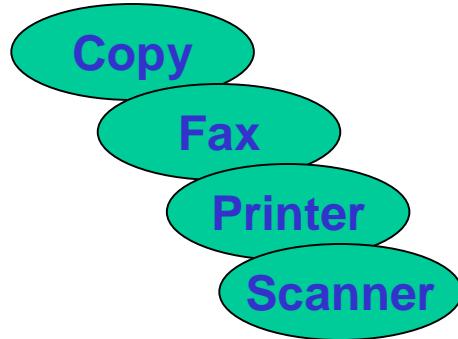
3. Green Marketing

of Ricoh Products and Service to the customers

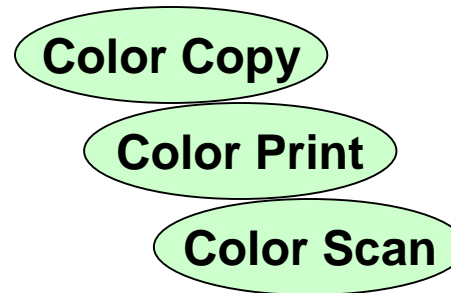


3-1. Sustainable Multi-Functions Products

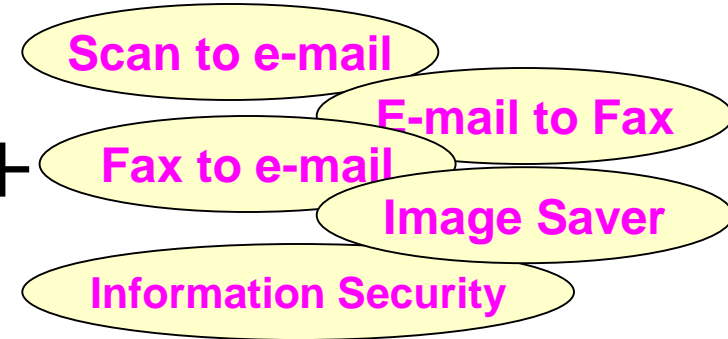
Black & White



Full Color



Digital Features



$$4 + 3 + 4 = 1$$

- **Saving Resources : Environment**
 - Input material is much less in 1 rather than 7.
 - Paper usage is reduced because of Duplex and Group printing.
- **Saving Energy** to manufacture & to operate : Env.
- **Saving office space: Cost**
- **Saving product initial cost:** 1 < 7 separate units : **Cost**
- **Improve productivity & efficiency : People**
 - Copy/Distribute → Distribute and print when needed
- **Convenient : People**
 - Check Fax message like an e-mail

↓
Into ONE !



Sustainable Business Model

3-2. World's First “Copier of the Future” Award Winner



International Energy Agency (IEA)
Demand–Side Management (DSM) Program

IEA DSM Award of Excellence,
Copier of the Future

Awarded by IEA on November 1999 to Ricoh.



Ricoh, as a respected and trusted corporate citizen, is the first manufacturer to respond to this program by innovating energy saving technologies.

< Key Program Requirements as “the Copier of the Future” >

For “More Energy and Cost Saving”, while improving ease of use, the key word was “Quick Recovery Time”.

- **1 minute**, rather than **15 minutes** of Energy Star to energy saver mode.
- **Less than 10W**, rather than $(3.85 \times \text{ppm} + 5)W = 140W$ for 35 ppm
- **Less than 10 seconds** as recovery time, rather than **30 seconds**
- New products with the above specifications should be available **no later than Sept., 2001**

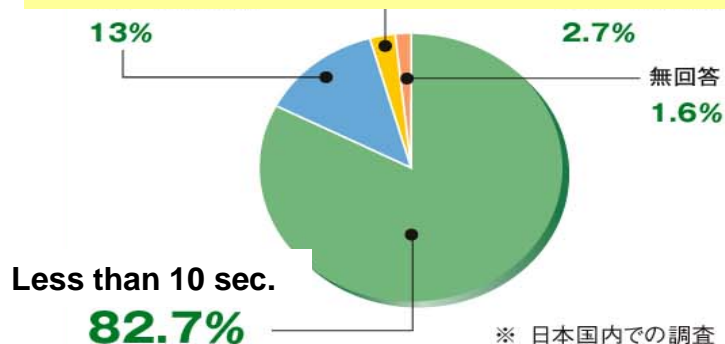


Ricoh AF1035/1045 was launched in Feb., 2001 with new QSU* technologies.

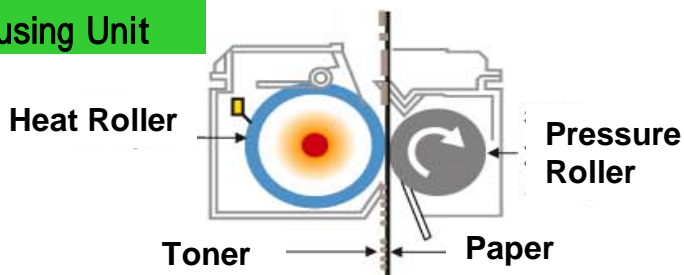
* QSU:Quick Start Up

Ricoh AF1035/1045 with “Copier of the Future” award winning QSU technologies has been available since Feb., 2001.

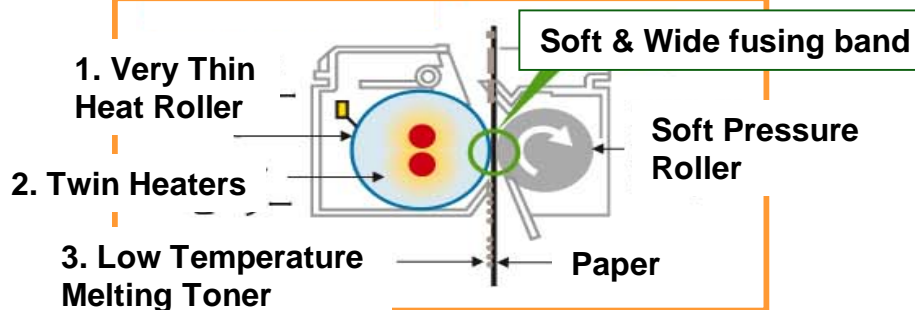
User Survey about acceptable waiting time from energy saver mode to print ready in Japan



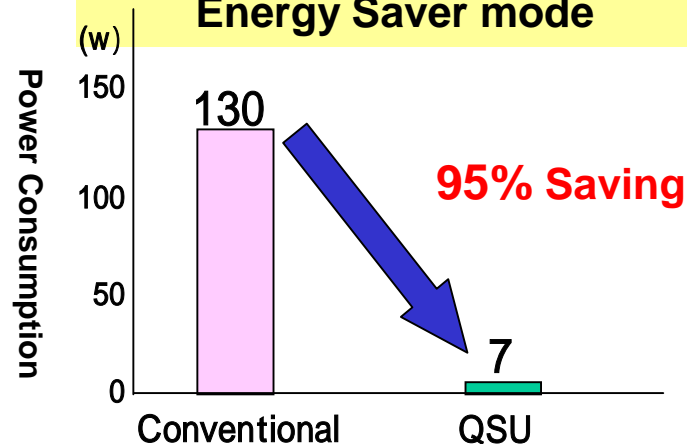
Conventional Fusing Unit



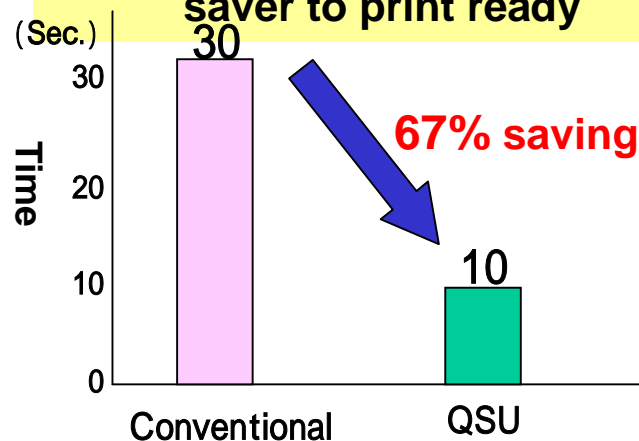
QUS Fusing Unit



More Energy Saving in Energy Saver mode



Less Waiting Time from energy saver to print ready



Ricoh was recognized by the Climate Group* as a Green Technology Innovator, because of QSU and other green technologies to help cut carbon emissions, in December, 2005 at COP11 Meeting in Montreal, Canada. Detail was announced in Business Week** as shown in the below;

* <http://www.theclimategroup.org/>

** http://businessweek.com/magazine/toc/05_50/B39630550carbon.htm



BATTLING CLIMATE CHANGE

#4 Ricoh for a Nifty Copier

Many photocopiers have an "energy-saver" mode, but it often doesn't kick in because of long warm-up times. With the energy-thrifty Japanese office market in mind, Ricoh developed the Hybrid QSU copier. It uses special toner and heaters to trim the warm-up period to just 10 seconds. Ricoh's next advance is a "rewritable paper printer." It can erase existing photocopied images up to 200 times, enabling customers to cut way back on paper consumption.



1st: Toyota



2nd: GE



3rd: Intel



4th: Ricoh



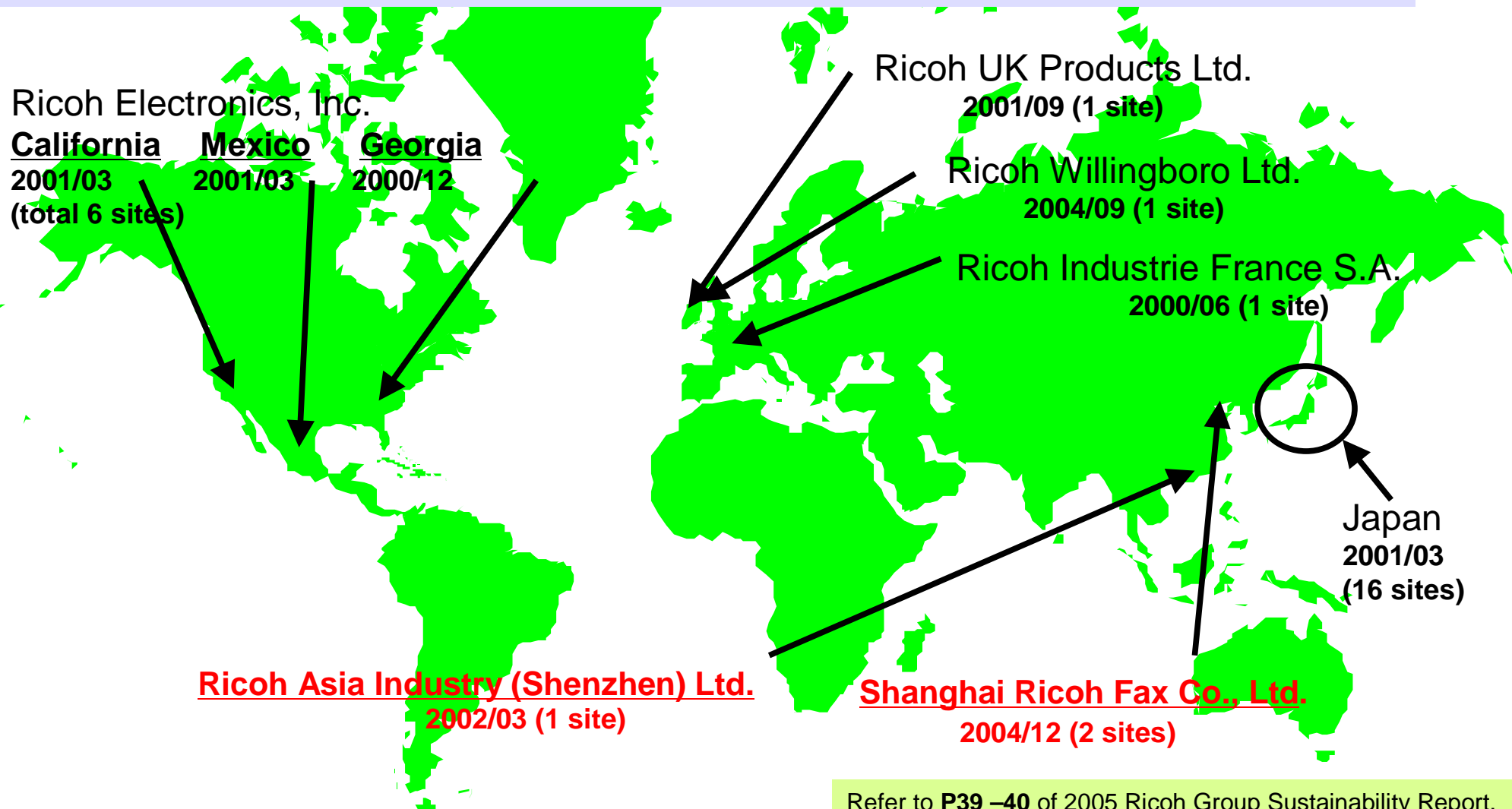
5th: Siemens



#1: Toyota for Automotive Synergy (hybrid cars), #2: GE for Power Generation Systems, #3: Intel Power Management CPU, #4 Ricoh for a Nifty Copier, #5 Siemens for Improved Motors, Turbines, and Energy Systems

4. Zero Waste to Landfill all over the world

Including all of 28 world manufacturing sites in the below, 293 major sites have been in Zero Waste to landfill, as of October, 2005



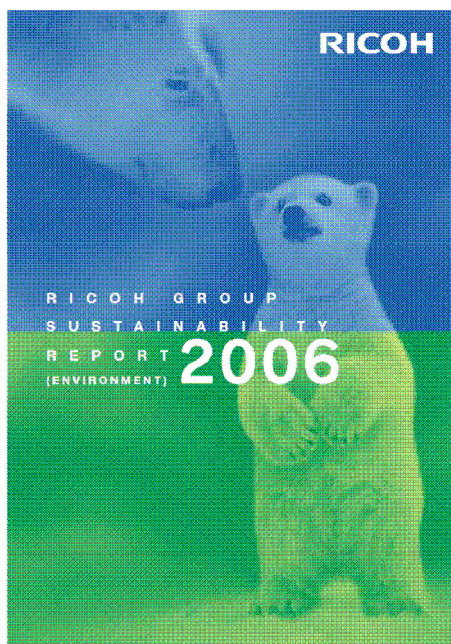
Refer to P39 –40 of 2005 Ricoh Group Sustainability Report.

Summary

It should be possible to promote global environmental conservation, while generating both environmental and financial profit, or while executing the mission in better manner as its organization.

1. **Strong leadership by top management and participation of all employees for the key for success of sustainable environmental management, including Green Procurement, Green Purchasing**
2. **Then, while achieving high environmental conservation, it should be possible to get the better cost and productivity efficiency.**
3. **High target to be set & incentive programs, including presentation to others, awards, bonus, promotion, etc.**
4. **Obtainment of reliance from society/partner/customers by disclosing environmental information**

Think globally, and act locally....
For our earth, & for our tomorrow



RICOH

For further information, please refer to Ricoh Group Sustainability
Report in 2006,
In Japanese, English, and Chinese*
or, visit our home page

<http://www.ricoh.com/environment/index.html>



Thank you for listening.