



CANON CANADA:  
CORPORATE.CLIMATE.LEADERSHIP

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**Canon**

## Corporate Philosophy: Kyosei

Canon understands the importance of preserving our most precious of resources. Through Canon's corporate philosophy Kyosei: "All people, regardless of race, religion or culture, harmoniously living and working together into the future", Canon achieves corporate growth and development while contributing to the prosperity of the world and the happiness of humankind.

In keeping with Kyosei, how we create is as important as what we create. Canon Canada seeks to harmonize environmental, economic and social interests in all business activities, products and services; offer products with lower environmental burden through innovative improvements in resource efficiency; and eliminate anti-social activities that threaten the health and safety of humankind and the environment.

As you read through this brochure, you will see how Canon's Philosophy is reflected in People-Friendly and Environmentally-Conscious Products.

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## People-Friendly, Environment-Friendly Products

Canon designs and develops products under a strategy that emphasizes consideration of their entire lifecycles, particularly at the raw materials/parts manufacturing and product use stages, which create the greatest environmental burden.

We strive to make products that are environment friendly by following energy-efficient manufacturing processes, using recycled materials, eliminating hazardous substances, and working to maximize the energy-efficiency of our products.



*Canon designs and develops products considering each lifecycle stage – produce, use, recycle – for each product.*

Through this brochure we hope to take you through the 3 different stages and how Canon consistently seeks ways to improve its environmental performance.

# PRODUCE

## ISO 14001 CERTIFICATION

ISO 14000 is a series of international standards that address various aspects of environmental management and offers guidelines for developing an effective Environmental Management System (EMS).

The ISO 14001 standard provides basic guidelines for an organization to identify areas of environmental impact, improve environmental performance, and create objectives and targets in a systematic manner. An organization may have a certified accreditation body audit their EMS to verify conformance with this standard. Canon's production sites worldwide have all achieved certification to the ISO 14001 standard. Canon sales & service companies in Europe began the process towards certification in 2005, followed by Asia, Oceania, and Canon Americas in 2006.

In July 2007, Canon U.S.A. and Canon Canada headquarters achieved ISO 14001 certification and have been added to the Canon global ISO 14001 certificate. The global certificate includes more than 700 Canon sites and is one of the largest environmental consolidated certificates in the world. This certificate reinforces Canon's commitment to the environment and strengthens Canon's efforts to incorporate environmentally conscious practices into all business operations.



## ROHS (Restriction of use of certain Hazardous Substances)

As a new generation of products is developed, Canon applies strict guidelines to encourage the elimination and reduction of harmful chemical substances used in the manufacturing process. In fact, Canon was one of the first companies to comply with the European Union's RoHS directive requiring companies to replace or eliminate six known substances - Lead, Cadmium, Mercury, Hexavalent Chromium, Polybrominated Biphenyls, Polybrominated Diphenyl ether (flame retardants). Canon program goes beyond RoHS and prohibits, restricts or controls 24 substances, and Canon was the first to market RoHS compliant imaging equipment. All Canon Copiers, Multi-Function Devices and Printers are RoHS compliant.

## Green Procurement Standards

In 1997, Canon established its Green Procurement Standards. Green procurement at Canon is the practice of purchasing environmentally conscious parts and materials that make Canon's products friendly to the environment. Green procurement also applies to improving environmental awareness of all employees and enlarging the green product market by purchasing office supplies based on the green certification system.

Based on this principle, Canon has been taking action to reduce energy use, conserve resources, and eliminate hazardous substances in the procurement of raw materials, parts, and commercially available products. Now, through internal self-evaluations and inspections, Canon actively evaluates current suppliers and screen potential sources to confirm that it operates with sound environmental business practices.



## ENERGY STAR PROGRAM – 2008 Award



Established in 1992 for energy-efficient computers, the **ENERGY STAR** label has expanded to more than 40 product categories. Canon is a leading manufacturer of energy-efficient office equipment, and continues to be innovative in products designed to conserve resources. Canon has received 10 **ENERGY STAR** awards since 1996.

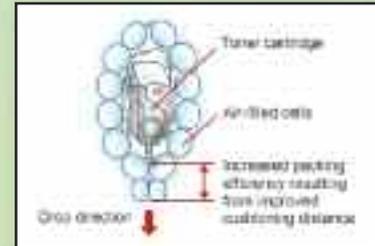
Canon was the first office equipment manufacturer to partner with the EPA in the **ENERGY STAR** program. For more than 10 years, we have designed products that prevent greenhouse gas emissions by meeting the strict energy efficiency guidelines set by the federal government.

Currently more than 150 Canon Office Equipment devices are **ENERGY STAR** qualified (printers 100%, 97% of total Multi-Function Devices, Faxes 100%). Canon has received awards for Excellence in Efficient Products in the Imaging Equipment category in 1996, 1997, 2001, 2002, 2003, 2005 and 2008, and currently holds 10 **ENERGY STAR** Awards for Technical Innovation, 100% Product Line Qualification- FAX, Copier Partner of the Year- Manufacturing Partner of the Year.

Canon works hard to observe and respect international environmental standards, including recommendations of the international **ENERGY STAR PROGRAM**. But the company is known for going well beyond mere compliance by setting aggressive targets. Canon is committed to cutting CO<sub>2</sub> emissions by 50% per unit of sales by 2010 (compared to the 2000 benchmark).

## Packaging

About 33% of municipal waste is packaging. To reduce transporting emissions for some toner cartridge items, Canon has introduced AIRSHELL cushion packaging. AIRSHELL cushion packaging allows air to return to its original pressure in an enclosed space regardless of how many times a compressed material undergoes elastic stress. This AIRSHELL cushion packaging reduces product package size, improves shipping efficiency and reduces CO<sub>2</sub> emissions.



## Compact Design

By adding an MFP device to a work environment, immediate efficiency can be gained in terms of space, energy and consumable use. Since an imageRUNNER can effectively function as a printer, scanner, fax machine, copier, and more, several otherwise standalone devices can thus be eliminated.

Also, since smaller, lighter products, require fewer physical resources, and therefore less energy for transport, efforts are always made to develop lighter parts.



## Reinforcing Recycle-Conscious Design

Canon development teams consider all stages in each product's life cycle, striving to maximize the use of plastics that have been already introduced into the environment wherever possible.

While exterior plastic casings can't yet be created entirely from recycled materials. Canon has developed ways to maximize the reuse of plastic materials from older products that have fallen out of use.

The sandwich molding technique – in which recycled plastic is pressed between layers of virgin plastic – enables a significantly increased rate of material re-use. Working toward a target of over 80% recycled-plastic usage. Canon has been working closely with molding manufacturers to develop thin-walled, multilayer injection molding technology. This has paid off already – with parts even more environmentally-conscious than those made through sandwich molding.

## Toner Technology

Canon expresses its care for the environment through its technologies. Canon has developed toners that eliminate environmental burdens and are energy efficient.

### >> QF (Quick Fixing) Toner

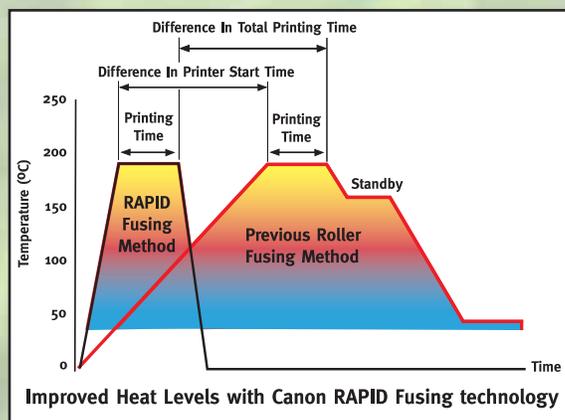
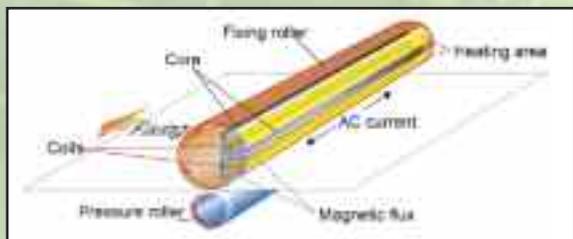
QF Toner improves heat-melting performance for fusing and is suitable for on-demand fusing. It fuses quickly at a low temperature. QF toner maximizes performance for the On-demand fixing systems which achieves high quality output under low pressure and less heat energy with low electrical consumption. It contributes to the usability of a quick-starting system and also saving power consumption.

### Energy Efficient Fixing Technology

Through original technology, on-demand and IH (Induction Heater) fixing technology were developed to improve energy consumption. Canon's on-demand technology uses a ceramic heater that heats quickly, and a fixing film that transfers heat effectively. Heating occurs only during the heating process and when the film contacts the paper. It ensures fast heat conduction, drastically reduces warm-up times and cuts energy consumption by 70%. This process eliminates excessive electricity use, achieving power savings.

When using a fixing film that involves Canon's IH fixing technology, an electromagnetic induction heater generates an eddy current when a line of magnetic force passes through the metal coils, directly heating the fixing sleeve. This process gives better heating efficiency and eliminates the need for heating while the device is in standby mode.

Canon's RAPID Fusing and IH Fusing (Induction Heating Fusing) technologies allow imageRUNNER devices to operate with shorter warm-up times and less energy consumption. Despite all this energy saving, users still enjoy high speeds for both colour and black-and-white whenever they need it.

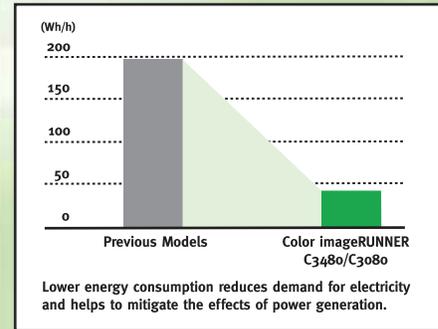


## Making the Most of Every Last Watt of Power

Every next-generation model of a Canon product is specifically designed to help reduce energy consumption when compared to the previous version.

For Canon MFP devices specifically, we have succeeded in reducing power consumption in sleep mode to 1W or less for imageRUNNER, and 3W or less for the Color imageRUNNER – power consumption reductions of approximately 80%.

This kind of energy efficiency should not only help reduce the strain on the environment, but it also helps lower power bills for your business.



## Canon Amorphous Silicon Drum

Recycling and reducing waste are critical in today’s world. Reduction in replacement parts (and packaging) through the long-lasting amorphous silicon drum technology is a key to waste reduction.

Silicon is the eighth most common element in the universe by mass and the second most common in the Earth’s crust. Some examples of the lifespan of the Canon Amorphous Drum are:

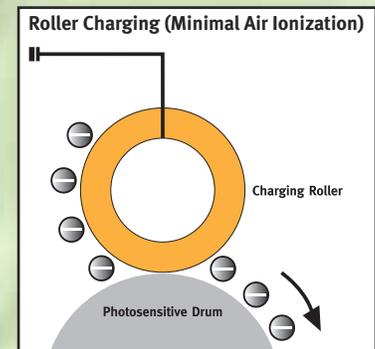
- |                                  |                         |
|----------------------------------|-------------------------|
| The iR 5000 Series drum lifespan | - 3 million impressions |
| iR C5058/5068 drum lifespan      | - 3 million impressions |
| iR 7000 Series drum lifespan     | - 6 million impressions |



## Reducing Ozone Emissions and Voltage Levels

Electrophotographic devices like MFPs form images by electrically charging photosensitive drums. The corona discharge method applies voltages that create ozone as a result.

To minimize this by-product, we added an ozone filter coupled with an airflow structure that properly directs ozone to the filter. Significantly using Canon technology, we developed a roller-charging method that reduces ozone generation approximately 1/1000 or less, and voltage levels to approximately one-fifth of levels before use of the technology.



## Environmentally Preferable Paper Products

Canon encourages all actions customers take to work in more environmentally friendly ways. Therefore all Canon imageRUNNER MFPs are designed to work well with high-quality recycled papers.

Today’s recycled paper is made by the best paper companies in the world, and these companies stand behind their products. Recycled papers have been tested in Canon office devices – and have been shown to perform equally as well as non-recycled papers.

Canon has developed and implemented scores of imageRUNNER hardware and software features that help every user prevent unnecessary waste in the first place.



### Paper facts!

- Worldwide copy paper production is estimated to grow to 396 million tons by 2010, an average annual consumption rate of 128 pounds per person!
- One person uses two pine trees worth of paper products every year.
- One ton of high-grade recyclable paper can substitute for approximately 3 tons of wood in making new paper products.

## Sending Options

Canon imageRUNNER device and software solutions help prevent unnecessary waste and can help maximize paper use.

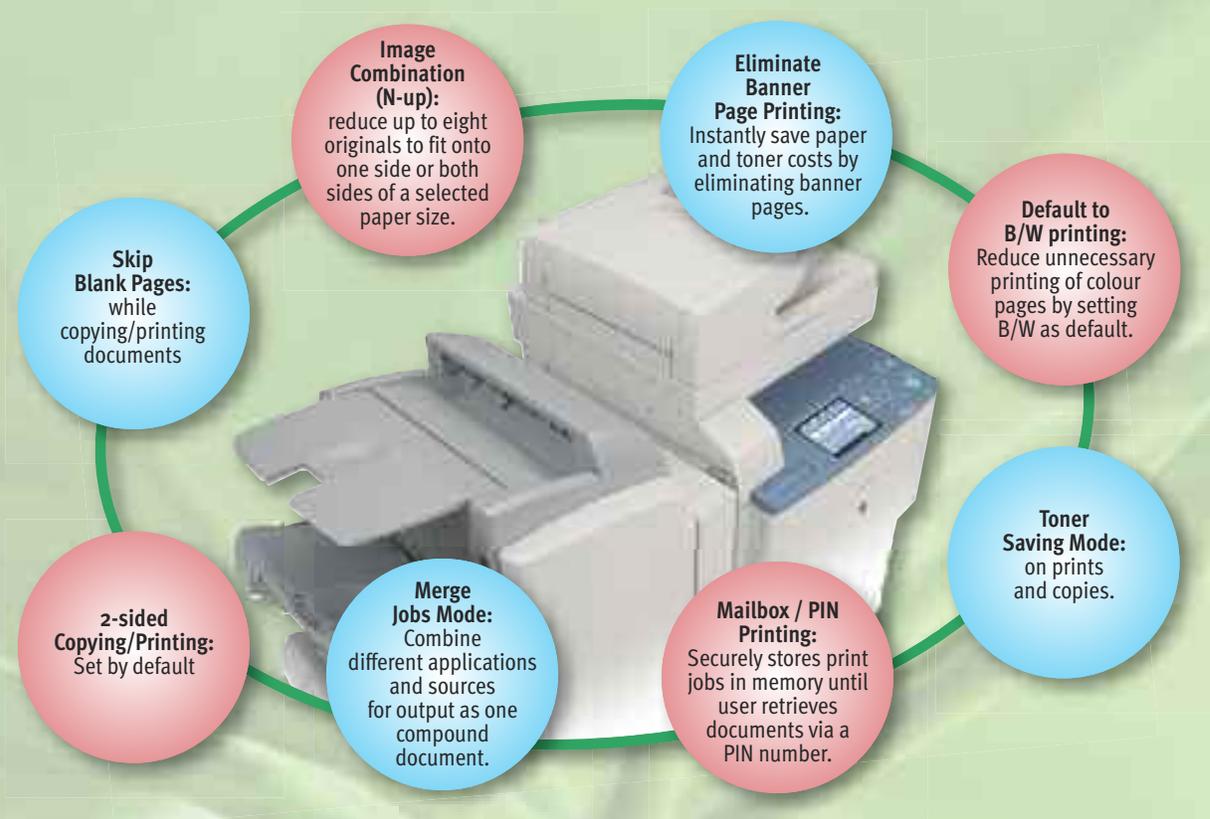


Canon has a host of features to reduce paper and toner consumption. Canon's large **Colour LCD screen** allows users to preview files on-screen before sending it for output.

Canon's **Fax Forwarding** gives users an alternative way to route incoming fax documents to other destinations such as file folders, email addresses, etc., without printing them. **PC Fax** sends faxes directly from your computer using a Fax Driver without printing a document and scanning it at the MFP.

## Printing Options

Canon is all for recycling and using recycled paper. In fact, Canon's 100% post consumer content Genuine Awareness Paper is environmentally friendly, making this paper ideal for customers who want to practice environmental responsibility on an everyday basis. All Canon MFP devices support **recycled paper** and when you do need to print, Canon offers you several printing options.



### Fast Facts... According to Gartner:

- Organizations can reduce annual paper costs by at least 30% by selecting duplex printing as the default setting across the output fleet.
- A 1,000-person organization could eliminate up to 1.6 million pages and save up to \$33,500 per year by eliminating banner page printing.

## RECYCLE

Canon takes environmental issues very seriously and has for a long time. The company took the lead on improving its environmental performance in the early nineties, and has been recognized for being a pioneer in this respect. Recently, Canon was named to the **2007 Sustainable Business 20 List** – comprised of the 20 most innovative companies having an important impact on creating an environmentally sustainable society.

To help build and promote a **recycling-oriented society**, Canon also focuses on the development of resource-conserving products. Current goals are to make products 75% recyclable by mass (for reuse and material recycling) and 85% recoverable by mass (including thermal recycling). Printers, scanners, MFPs and fax machines are eligible to be part of a recycling program.

### World's largest toner cartridge-return operation

Since 1990, Canon has collected used copier toner cartridges with the cooperation of our customers. To date, Canon has collected more than 100 million cartridges—150,000 tons—around the world. Returned cartridges are sorted and put through a recycling and energy recovery process, producing plastics, metals and reconditioned parts that can be used in the manufacture of new cartridges and other products.

## SOCIAL RESPONSIBILITY

Canon Canada supports a wide variety of activities across Canada including The Easter Seals Society, Child Find Canada and the Walk for ALS.

### Environmental Activities

In 1990, Canon Canada Inc. formalized its commitment to environmental conservation by creating The Clean Earth Campaign. Now recognized as one of North America's premier corporate environmental management programs, The Clean Earth Campaign guides all of Canon's workplace conservation and recycling activities. As part of the Clean Earth Campaign in Canada, Canon sponsors World Wildlife Fund Canada and the Canon Envirothon.

For more information on our activities, please visit [www.canon.ca](http://www.canon.ca)



Small steps can make a ***BIG*** difference.

Canon is committed to *reducing* its ecological footprint by practicing sustainable development globally.

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