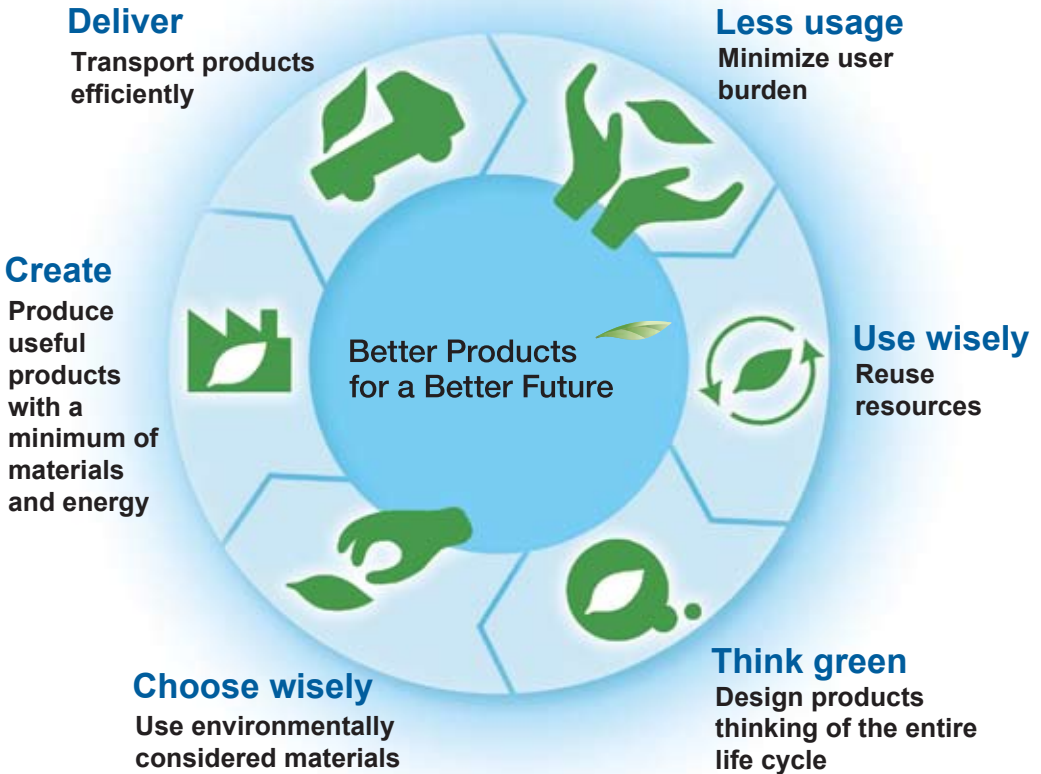


Minimizing Environmental Impact Across the Life Cycle



Basic product development policies

The environmental effects of a product during use (the environmental impact across the product life cycle) are mostly determined at the planning and design stages. Environmental awareness and environmental initiatives in these stages are thus critical for the creation of eco products. At Epson, planning and design activities are governed by the three basic policies.

Energy-saving design

The power consumed during use accounts for a large portion of a product's total environmental impact across its life cycle. We therefore set energy-conservation goals for each product and work to ensure steady progress.

Resource-saving

During the design stage, efforts are also made to reduce impacts through product size and weight reductions, targets for the recyclable rate (from a product's design drawings, the calculated ratio of the mass determined to be recyclable) are established, and efforts are made to simplify the recycling of products after they have been used.

Elimination of harmful substances

Epson standards specify substances that are prohibited from inclusion in products and substances whose inclusion must be controlled. Information on these substances is collected and managed in a database. This database is used to ensure safety in all processes, from design and procurement to mass production.