

EarthTimes

Konica Minolta Receives Evergreen Award from U.S. General Services Administration

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RAMSEY, NJ – 04/06/10 – Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta), a leading provider of advanced imaging and networking technologies for the desktop to the print shop, today announced that it has received the 2009 Evergreen Award from the U.S. General Services Administration (GSA) in the Technologies and Electronics category. The 12th annual award recognizes Konica Minolta's commitment to green initiatives, including efforts to maximize efficiency and minimize environmental impact.

GSA's Evergreen Award Program was developed in 1998, at the Integrated Workplace Acquisition Center (IWACenter), formerly the National Furniture Center, to support the federal government's environmental initiatives. GSA's IWACenter annually recognizes the efforts of partners who do business in an environmentally friendly way. The program assists GSA's customers to identify environmentally preferable products currently on schedule and recognizes the efforts of GSA's business partners in the areas of recycling, affirmative procurement, and waste prevention.

"These companies have done an outstanding job in making environmentally friendly

options available to GSA client agencies and are committed to demonstrating that green products are a viable option for customers and businesses alike," said Acting Regional Administrator and FAS Regional Commissioner Linda Chero. "We are honored to partner with companies that help to create a more sustainable environment and help build a greener future."

Konica Minolta has developed global initiatives to achieve greater environmental performance and continue the green movement through its products, facilities and corporate initiatives. Under this concept, Konica Minolta has developed exceptional customer relationships by speeding the flow of information and expanding the scope of digital imaging. Konica Minolta has initiated many projects with these goals in mind including:

- In 2009, Konica Minolta formulated Eco Vision 2050 as its long-term environmental vision, which will guide Konica Minolta in the right direction to achieve its future objectives and fulfill its responsibility as a global corporation by contributing to a sustainable earth and society. The prevention of global warming is a core part of Konica Minolta's mission as a manufacturing

company. Specifically, management has set the target of reducing CO₂ emissions by 80% from fiscal 2005 levels throughout product life cycles by 2050.

- The Zero Waste Program ensures that all manufacturing facilities follow a strict program to minimize the amount of externally disposed waste. In March of 2008, Konica Minolta achieved Level 2 criteria by reducing the volume of externally disposed waste by 30 percent per sales unit over fiscal 2001 levels.
- The Promotion of Green Procurement initiative rates the environmental impact that each Konica Minolta supplier has by examining all aspects of each business including: environmental certification, use of prohibited substances and content of controlled substances that could effect the environment.
- The Clean Planet Program in the United States helps reduce the environmental impact of Konica Minolta's products throughout their lifecycle by recycling customers' toner cartridges and bottles at Konica Minolta recycling centers.
- The Energy Star Program is a joint program between the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DoE), and is a voluntary labeling program designed to protect the environment through the identification and promotion of energy-efficient products and practices. It is important to note that every Konica Minolta MFP since 1995 has qualified for the Energy Star printer label. A new Energy Star standard for office imaging equipment went into effect in 2007,

and calls for even tougher energy guidelines for efficient operation and maximum productivity for digital office machines. Even with the tougher guidelines, the latest bizhub® MFPs are exceeding this new specification, and Konica Minolta is committed to ensuring the same for future products.

- Across the globe, the Konica Minolta Group is actively promoting the acquisition of Type-I environmental certification labels, which indicates a third-party institution has certified the low environmental impact of a product.
 - Launched in Germany in 1978 as the world's first environmental labeling system, the *Blue Angel Mark* is granted to certify products and services that have a smaller environmental impact. Since receiving the world's first Blue Angel certification in the field of copiers in January 1992, Konica Minolta has continued to receive certification for new products by clearing the certification bar each time it has been raised.
 - The *Eco Mark* was established by the Japan Environment Association in 1989 as a standard environmental labeling system in Japan. Konica Minolta's basic policy is to obtain Eco Mark certification for all its business information products.
 - Established by the Canadian government in 1988, *EcoLogo* is North America's

most widely respected environmental standard and certification system. In 2009, Konica Minolta obtained EcoLogo certification, ahead of the competition, for 12 of its MFPs in the newly established Office Machines category.

"The Evergreen Award from GSA is a testament to our commitment to environmental preservation and sustainability from the corporate level all the way down through to our suppliers and customers," said Kevin Kern, Senior Vice President, Marketing, Konica Minolta Business Solutions U.S.A., Inc. "Konica Minolta is working steadily to solve environmental issues based on securing reliable data and quantitative measurements of performance and impact. Customers can count on Konica Minolta to help them integrate greener practices into their organizations as we ensure that it is a priority in our own way of doing business."

About Konica Minolta

Konica Minolta Business Solutions U.S.A., Inc. is a leader in advanced imaging and networking technologies for the desktop to the print shop. For the third consecutive year, Konica Minolta was recognized as the #1 Brand for Customer Loyalty in the MFP Office Copier Market by Brand Keys. For more information, please visit www.CountOnKonicaMinolta.com and follow Konica Minolta on Facebook and Twitter.

About GSA

GSA provides a centralized delivery system of products and services to the federal government, leveraging its enormous buying power to get the best value for taxpayers.

- Founded in 1949, GSA manages more than 11 percent of the government's total procurement dollars and \$30 billion in federal assets, including 8,600 government-owned or leased buildings and 213,000 vehicles.
- GSA helps preserve our past and define our future, as a steward of more than 480 historic properties, and as manager of USA.gov, the official portal to federal government information and services.
- GSA's mission to provide superior workplaces, expert technology solutions, acquisition services, purchasing and E-Gov travel solutions and management policies, at best value, allows federal agencies to focus on their core missions.

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