



# CANON'S APPROACH TO SUSTAINABLE MEDIA

**Canon**

---

# SOME IDEAS ARE WORTH COPYING, LIKE PAPER THAT HELPS YOU TAKE CARE OF OUR FORESTS.

Our forests give us many things, including the paper we print on everyday.

FSC® helps look after forests and the people and wildlife who call them home. So you can keep your life full of forest products while keeping our forests full of life.

Choose FSC.



FSC® F000100

# OUR APPROACH

Canon operates according to the philosophy of Kyosei which means 'living and working together for the common good'. This informs our approach to sustainability and underpins our EMEA sustainability vision - 'to grow the positive power of imaging technology and services' helping us to deliver social and environmental benefits for our customers, both now and in the future.

In applying this approach, we offer a range of sustainable media options that enable our customers to support the responsible management of forestry, reduce carbon emissions and minimize the need for new resources.

### Responsible forestry

All Canon branded office papers are sourced from recycled fibres, FSC® and PEFC certified sources, or are procured from other controlled wood sources and from producers and suppliers that commit to meeting specific social and environmental criteria. These sourcing requirements ensure that Canon branded paper is produced from responsibly managed forests, ensuring the prevention of biodiversity and habitat loss through deforestation.

### Reducing carbon emissions

We offer a variety of Carbon Neutral Paper options through which carbon emissions associated with the paper manufacturing process are 24% to 81% lower than comparable industry averages. These reductions arise due to a combination of efficient resource use at the paper mill, including replacing fossil fuels with biomass energy and the offsetting of remaining carbon emissions through investments in certified carbon offset projects.

### Minimizing the need for new resources

We offer our customers reused and recycled materials to help them minimize their need for new resources. Our recycled paper grades enable customers to procure media with a recycled content of up to 100%. This means that the paper content originates from used paper fibres that have been recycled, negating the need to source raw or virgin materials.

We offer media options that are certified with relevant international labels and certifications



## Responsible forestry

In line with our corporate philosophy of Kyosei 'living and working together for the common good' and commitment to sustainable business practice, Canon EMEA has developed a responsible approach towards Canon branded office paper sourcing. Our focus is on ensuring that we eliminate deforestation from the Canon branded cut sheet paper supply chain and promote responsible forestry and production practices that benefit people, communities and the planet.



## Reducing carbon emissions

Our Climate Neutral Paper options include Top Colour Zero, Black Label Zero and Recycled White Zero. Carbon emissions arising from the entire lifecycle of these media options, from forest to paper mill to delivery to the end user, are fully neutralised through a combination of efficient resource use at the paper mill. This includes replacing fossil fuels with biomass energy and the offsetting of remaining carbon emissions through investment in certified carbon offset projects. Our Black Label Zero is produced completely carbon neutral, thus no compensation is needed at all.

Every ream and box of Climate Neutral paper carries the ClimatePartner logo and an ID code, which customers can input into the Climate Partner website at [www.climatepartner.com](http://www.climatepartner.com) to find out more about the projects we are supporting and how much carbon we have offset to date.



## Minimizing the need for new resources

Our recycled media options consist of Recycled Plus, Recycled Classic and Recycled White Zero. Our recycled range is 100% produced from recycled paper and meets the highest quality standards. The Plus and Classic media options are additionally granted with the Blue Angel certificate, while the White Zero holds the FSC Recycled certificate, helping our customers to minimise their need for new resources.

Minimising the need for new resources not only helps save natural resources, as producing recycled paper requires significantly less energy and water compared to virgin fibres, but it also conserves forest resources and supports wider sustainability goals i.a. biodiversity.



The carbon compensations are acquired from three international offset projects which have been set by the Gold Standard, the most rigorous certification standard for carbon offset programme - supported by non-governmental agencies worldwide. These projects aim to reduce emissions and offer local people an impressive set of benefits. Replacing traditional coal-fired stoves with environmentally friendly stoves will reduce fuel consumption and indoor air pollution significantly. Also, sustainable energy initiatives generate hydropower and wind energy.



## Reducing our own sustainability impact

### Reduced packagings

Many of our papers are available in 2,500 sheet boxes instead of 500 sheet reams per box. We also ship unboxed rolls of paper on a pallet. This greatly reduces waste for our customers and we can also pack more rolls of media onto a shipping pallet - overall reducing paper used for packaging, pallets and shipments. Canon Imaging Supplies also offers recycled product packaging with a high recycled content - such as cardboard boxes which contain 80-100% recycled fibres, depending on the size.

### Reduced volume of papers used

Canon Imaging Supplies offers customers the possibility of buying 75 g/m<sup>2</sup> or even 60 g/m<sup>2</sup> paper. This way less fibres are needed to produce the same amount of sheets while less trees have to be cut.

### Reduced misprints

All Canon media is put through thorough testing procedures to optimize the best possible performance. This reduces the chance of misprints and paper jams, which also reduces paper waste.

### Reduced energy consumption

Canon is committed to lower its energy consumption on the manufacturing side and has taken far-reaching measures to reduce the energy consumption required for our large format paper conversion processes.



# WE KNOW PRINTERS, WE KNOW SUPPLIES. WE PRESENT YOU WITH THE PERFECT MATCH.

If CMYK are the four colors in print, then the media they are printed on is the fifth! Choosing the right media is creating the right look and feel. Canon Imaging Supplies offers a media solution for every application. With a wide range of media, expert advice, continuous quality control and prompt delivery, Canon fulfills professional printing ambitions, tested for the perfect match between media and equipment.

Your favorite Canon supplies are just a click away in the online media shop where you can conveniently find and purchase compatible printer supplies for all major brands. Our online shop is open 24 hours a day, 7 days a week. To find the right materials for your printer, visit our integrated compatibility database, where you can search for products by printer type, brand, media type or application. Need media profiles and technical information too? Visit our extended mediaguide at [www.canon-europe.com/mediaguide](http://www.canon-europe.com/mediaguide)

Choosing Canon Media will bring you the benefits of extensive research and innovation. Look forward to:

- An integral complete proposition
- Hasslefree printing
- One-stop-shop experience
- Find relevant information you actually require
- A reliable and continuous supplier
- Expert and professional advice
- Quality and exclusive products at a sharp price
- Fast delivery via solid worldwide Canon sales channels, also for small orders
- Professional back office support
- Sustainable goals naturally covered



**Canon Inc.**  
Canon.com

**Canon Europe**  
canon-europe.com

English-UK Edition  
© Canon Europe NV 2018

**Canon Europe Ltd**  
3 The Square  
Stockley Park  
Uxbridge  
Middlesex  
United Kingdom UB11 1ET

**Canon**