

# A NEW BEGINNING THE STORY OF THE imageRUNNER ADVANCE ES RANGE



## Reaching the end?

**1** On average, office multifunction printers (MFPs) are replaced **every three to five years** as needs of workspaces continuously change.



Our imageRUNNER ADVANCE devices are built with robustness to withstand the fast-paced life of any busy office.

But technology moves on, and some parts eventually need a refresh. **So what happens next?**

## The old way: buy it, use it, bin it

The UN says that **E-waste could reach 120 million tonnes per year by 2050<sup>1</sup>** and **\$10 billion worth of precious metals are wasted every year<sup>2</sup>**. Much of this ends up in our rivers and oceans.

According to Canon's analysis, over 60% of the lifetime CO2 footprint of a printing device is generated from its use. Less than 40% comes from raw material extraction, parts manufacturing and product assembly.

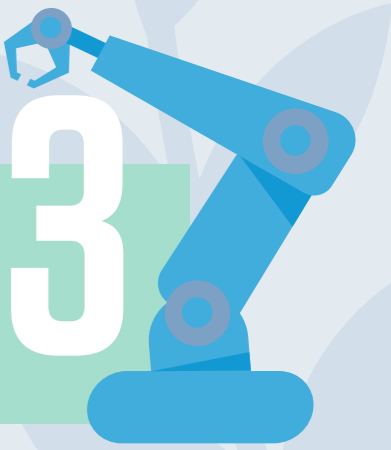
When your devices reach the end of their initial lifecycles, a circular economy approach can give parts and materials new life – and remanufacturing is a great example of this.



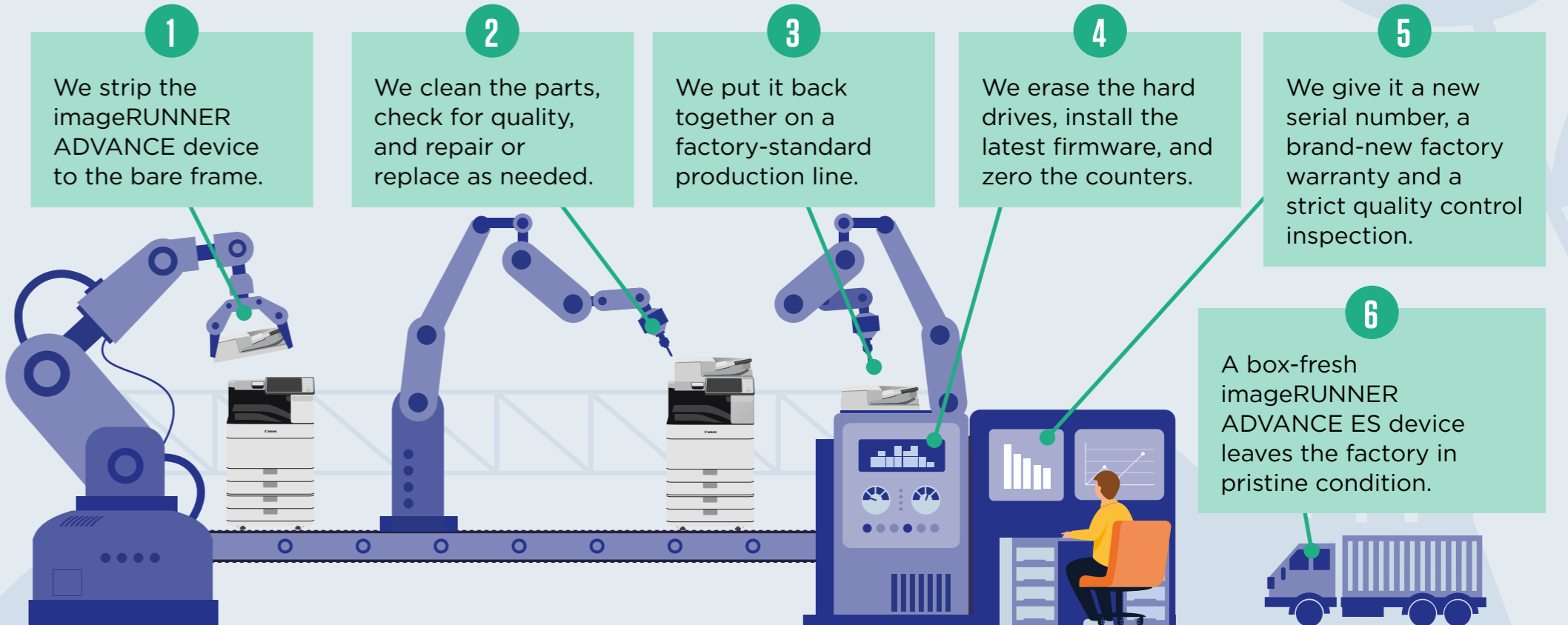
## Starting again – but better

Select best-selling imageRUNNER ADVANCE devices get remanufactured – **completely broken down and rebuilt** – at our state-of-the-art facility at Giessen in Germany.

This reduces the need for new raw materials **by at least 90%** and reduces carbon emissions associated with the manufacturing phase of the products' lifecycle.



### This is what happens:



## Reborn and ready for the future

**4** The imageRUNNER ADVANCE ES model is now like a new device! Buyers get updated firmware and security, a factory warranty, and a multifunction printer that's ready for **many years of high-performance operation**.

With less materials used, they also **cost less than brand-new devices**, so businesses don't have to choose between the planet and their bottom lines.



1. Global Transboundary E-Waste Flows Monitor, UNITAR, 2022  
2. A New Circular Vision for Global Electronics, UN E-Waste Coalition and Platform for Accelerating the Circular Economy (PACE), 2019



Discover more about our ES range here

