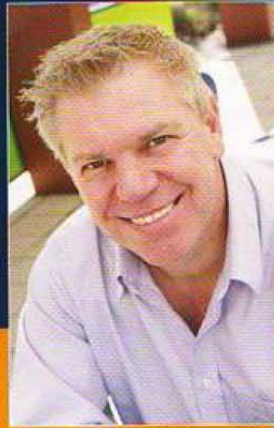


Australian GovLink 2008



Time for a Change



Great opportunities which help the planet

By David Finn, Managing Director, Kyocera Mita Australia Pty Ltd

David Finn, Managing Director of Kyocera Mita Australia has been in the IT and document solutions game a long time. He's spent the past 10 years heading up Kyocera and sees right now as a time of great change within the industry and a time offering great opportunities. "If you'd asked most people 5 years ago to predict the biggest impetus to change within the printing industry for 2007 and beyond, I doubt many would have been able to pick the environment. But that's where we are, climate change is upon us and the environment will continue to demand that we reshape businesses globally."

Sustainability is not a mandatory requirement but it will become so

Whether governments impose further legislation upon businesses regarding sustainability and emissions is inevitable but business can't afford to be complacent and wait for this to happen or they will be left behind. Consumers are demanding this level of accountability now and will vote with their feet. The customers I speak with are increasingly concerned about these issues and there is a growing impetus within their organisations to change their purchasing to become more sustainable and move towards carbon neutrality.

Goldman Sachs JB Were recently announced that stock market analysts are already anticipating higher electricity prices caused by the imposition of some form of price on carbon emissions. So it's only a matter of time before this is a real cost of doing business.

And I mean it when I say customers are voting with their feet. The ground swell of public opinion about global warming and concern for the environment is growing. Increasingly my team at Kyocera is seeing a change in attitudes of purchasing personnel in large corporate and government organisations. For instance, our 5th generation of printers were the first and only in the world to produce negligible Ozone emissions. Customers are going crazy for it; we've seen a massive volume sales increase of over 30% in this range. When we tell them we've recently added RoHS compliance through the range where we exclude 6 hazardous materials: Lead, mercury, hexavalent chromium, cadmium, polybrominated biphenyl (PBB) and polybrominated diphenyl ether (PBDE), and all of a sudden they're really paying attention. That certainly wouldn't have been the case a few years ago but this trend towards buying sustainable products will hopefully continue and those vendors who can't adapt and offer products, which address these concerns, will be left behind.

Won't going 'Green' cost my business too much?

Often what I hear from resellers and the channel is margins in the printing industry are increasingly tight and I know they fear that green considerations will just add cost to their bottom line. This really isn't the case, to be successful in this market you have to listen to what your customer is telling you, be able to adapt and always be looking at ways to add value.

Fortunately for Kyocera we have a significant edge in environmental sustainability. We're not just "Johnny come lately" who are taking on the environment as a current fad. It's been part of who Kyocera are since 1984 and our products have been designed with the environment in mind. It's a huge advantage, as technology like ECOSYS (which means customers replace the toner only, rather than drum and developer unit, reducing unnecessary waste and costs drastically) is obviously not inexpensive to develop, but this technology has been incorporated in our products since the 1990's so we have absorbed those development costs long ago.

There are a number of ways businesses and resellers in particular, can incorporate green policies into their everyday operations which will not only save the business money but will make you a more appealing vendor to your customers and a more sustainable entity. Kyocera have commissioned a number of E-waste surveys - the first in 2002 - and most recently in 2006. In both surveys it was obvious people are environmentally responsible in the home, but when it comes to the office environment they are confused about what to do and often feel exasperated and give up. Well it shouldn't be so; we've made some very simple changes at Kyocera as well as some more sophisticated ones. Simply separating our waste into three bins, recyclables, paper and general waste saved us 27% on our waste disposal costs. Movement sensors on our lighting,

so it switches off when you leave the room, slashed our electricity costs. Banning screen savers is another good one. Our head office in Japan has solar panels on the roof and now puts electricity back into the grid. We've been associated with Clean Up Australia for over 6 years now and our staff has shown incredible commitment in cleaning up local Brush Farm Park. It was polluted with cars, scrap metal, toxic waste and weeds. It took us 5 years, but through an annual Business Clean Up Day event, we've restored it to a pristine state so all the native wildlife has returned. I can't tell you what a kick the staff got out of that and the enthusiasm they demonstrated, it's something we're really proud of and has certainly been a great way to build team spirit.

Adding reseller value

Resellers who are pro active, can add value and can re invent themselves are the ones who will survive and thrive. The market place offers a great opportunity today as consumers are savvy and deeply concerned about the environment. Visionaries like Al Gore and Rupert Murdoch who have the foresight to give the environment the benefit of the doubt and the courage to make brave decisions (Rupert recently announced he'll take NewsCorp Corp businesses worldwide to be carbon neutral by 2010) are raising awareness of the environment to the masses and this is rocking consumer's beliefs and changing their buying behaviour drastically. We're only just seeing the beginning of this shift and the





we'll save you the Earth

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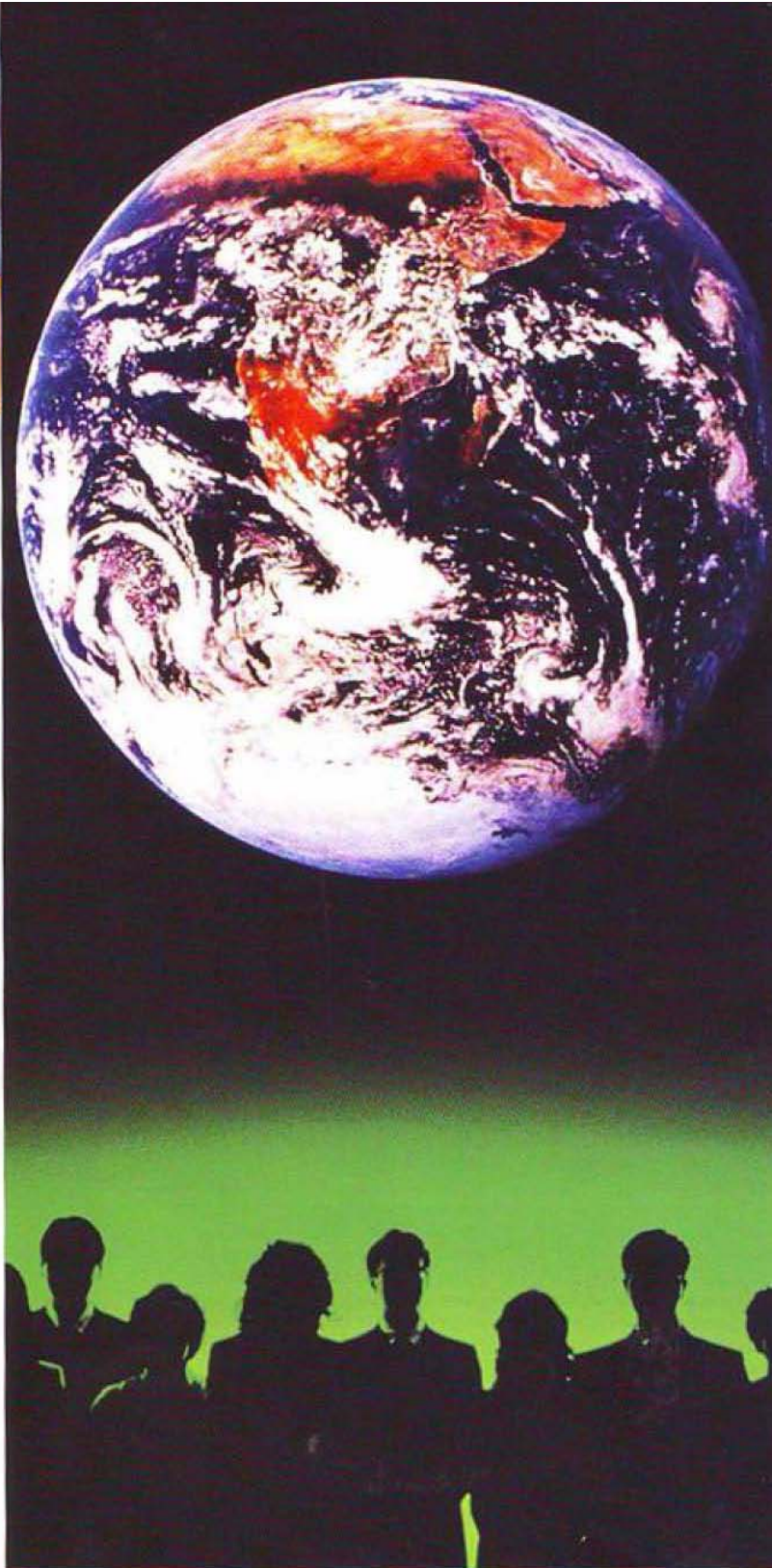
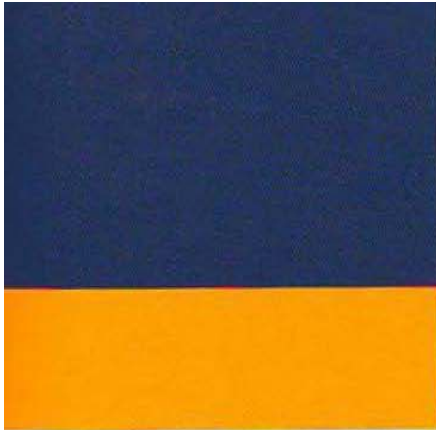
LEVEL 3, 6-10 TALAVERA ROAD

NORTH RYDE, NSW 2113

TEL: (02) 9888 9999 SERVICE: 1300 658 348

FAX: (02) 9888 9588

www.kyoceramita.com.au



businesses which can harness this and offer consumers what they want will thrive. You have to be very careful about 'Green washing' here as there are a lot of companies doing that right now. Consumers are smarter than this and they'll see through it.

It's an exciting time for resellers because a couple of year's ago it was a harder sell in many ways, a proliferation of brands and tight margins. Today a customer understands that orphan brands may offer a cheap quick fix, but there are bigger costs down the track both for the consumer and the environment. That product is

unlikely to be robust and of good quality. It may not have readily available parts, service and support and more than likely questionable manufacturing methods let alone the manufacturer taking charge of the responsible disposal of the product at the end of its life.

Now more than ever customers understand the benefit of paying a premium for quality products. It makes it a much easier sell for

the reseller as not only can they show the cost savings of buying a Kyocera printer for instance, but the end user now understands the value attached to a product which creates less waste, uses responsible packaging and is broken down and re used at the end of its life. I presented to a corporate group at a recent seminar and used the example of the less wasteful nature of Kyocera's toner cartridges and their ability to reduce waste to landfill, due to the elimination of the need to replace the drum cartridge and other components. One of them approached me later and said that alone was reason for her to spearhead a project to replace all their current printers with Kyocera. I can't tell you how encouraging it is to get that sort of a response from a customer. I've been in this business a long time and I'd certainly call this a major mind shift in customer attitudes and buying behaviour.



Kyocera Launches New Colour MFD

Kyocera Mita Australia, one of the world's leading document solutions companies, has just released the KM-C4035E colour multifunctional device (MFD).



Designed for busy workgroups and mid-sized office environments, the KM-C4035E is ideal for those interested in transitioning to a reliable, colour-enabled device with extremely low running costs.

As well as low running costs, the KM-C4035E offers time saving efficiencies, you only wait a short time before the device is ready and the first-page-out time is remarkably fast. The paper-loading delay, so common with earlier devices, has been eradicated. Even if new paper can't be added straight away, the machine switches to another cassette to get the job done. The result? Documents are produced on time, deadlines are met.

The KM-C4035E produces speeds of up to 40 pages per minute in black, and up to 35 pages per minute in vibrant colour. By combining standard colour network printing, scanning and copying capabilities with a robust feature set that includes an intuitive Touch Screen Interface (TSI) and Colour Optimizer for Windows® environments, the KM-C4035E provides businesses with an exceptional multifunctional solution.

"The business colour market has experienced huge growth over the past year. Workgroup and enterprise users continue to demand higher-performance, more cost-effective colour and monochrome printing and scanning solutions for the office environment," said Mark Vella, Product Marketing Manager for Kyocera Mita Australia.

"Kyocera's new KM-C4035E is designed specifically to meet our

customer's needs by offering an affordable, ultra-reliable colour and monochrome printing, scanning and copying solution for their critical business documents," he added.

The KM-C4035E utilises Kyocera's long-life consumables technology (ECOSYS), including long-life amorphous silicon (ASi) drums; which feature an industry leading preventive maintenance cycle of 300,000 impressions. This ensures lower operating costs and less e-waste production than its competitors.

The KM-C4035E integrates seamlessly with virtually any network environment or combination of platforms including Windows, Mac, Novell, Linux and UNIX with its 10/100BaseTX and high-speed USB 2.0 interfaces.

The KM-C4035E boasts standard duplex, network connectivity and a standard paper capacity of 1,100-sheets. Businesses looking for versatile paper handling can add optional paper sources and finishing options to maximise the functionality of this device to meet their demanding needs. The KM-C4035E can print on a variety of media types including recycled paper, transparencies, cardstock, labels, and envelopes.

About Kyocera Corporation
Established in 1959 and listed on the US stock exchange, the Kyocera Corporation group of companies has turnover in excess of 12 billion US dollars and is headquartered in Kyoto, Japan. With the Asia Pacific regional head office in Sydney and branch offices in Brisbane, Melbourne, Canberra, Perth, Adelaide and Auckland,

Kyocera is one of the world's leading manufacturers and distributors of document imaging solutions.

Kyocera products save our customers money, but also save the environment. With a corporate edict to find ways of minimizing financial and ecological waste, Kyocera has created new innovative technology & product designs, that offer both a

dramatically lower Total Cost of Ownership and Total Cost of Service as well as either eliminating or reducing environmental pollution. Kyocera offers digital copiers, networkable laser printers, wide format copier/printers and multifunction imaging solutions.

For more information, visit www.kyocera.com.au

