

WHY KYOCERA?

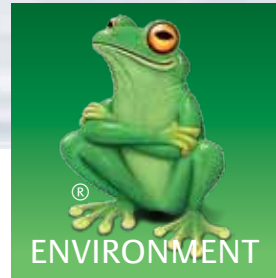
WHY KYOCERA?



SAVINGS



RELIABILITY



ENVIRONMENT

 **KYOCERA**
we'll save you the Earth



WE'LL SAVE YOU THE EARTH

ABOUT US

Kyocera is one of the world's largest manufacturers and leading providers of printer, copier and multifunctional imaging systems. Headquartered in Kyoto, Japan, Kyocera has an annual turnover in excess of \$12 billion USD. While the core of our business is providing these solutions for business and consumers, the importance of having respect for, and conserving the environment has been etched in our ethos since our inception.

Our corporate worldwide green policies encourage conservation and recycling along with the development of products and technologies that can actually minimise the impact on the environment. Combined with our compelling Total Cost of Ownership (TCO) - the actual cost of owning and operating, as opposed to just the purchase price - makes for a winning combination.

How?

Thanks to our unique ECOSYS technology, we have achieved a significant reduction in the number of part replacements and disposable items, which has helped not only to cut total costs, but make our products more environmentally friendly as well. Which means it really is possible to look after your bottom line and our planet at the same time.

Kyocera is a world-leader in ceramic-infused product innovation. At home and at work, our products are an integral part of everyday life. On many home rooftops, Kyocera solar power generating systems convert the sun's energy into clean, renewable electricity and in the kitchen, ceramic knives. In the office, a wide array of Kyocera components are at work inside digital copiers, printers, PCs and network equipment, plus we offer everything from cutting-edge wireless phones and PC cards to wireless routers and accessories. In fact, virtually everywhere you look, a Kyocera product is on the scene, helping to enhance our daily lives.

TOTAL COST OF OWNERSHIP

SAVE WITH KYOCERA

Did you realise that the cost of running your laser printer over its lifetime is likely to exceed the original purchase price by several times?

Unfortunately, the ongoing running costs of printers, copiers and MFDs is often overlooked when making purchase decisions. The impact of doing this could result in your running costs adding up to two or three times the original purchase price. Companies both large and small can make significant savings.

With our ECOSYS printer technology – which produces more and uses less – Kyocera has one of the lowest Total Cost of Ownership (TCO) in the market today.

So, just how much could you save? See for yourself with our online TCO calculator. It allows you to compare the true cost of owning and operating a Kyocera ECOSYS laser printer against competitor models online. The calculator will provide you with a comparative breakdown of all major running costs associated with your printer and give a comprehensive report that demonstrates just how Kyocera's innovative ECOSYS technology can save you money.

To use our online TCO calculator, please visit kyoceramita.com.au/tco



OUR PRODUCTS

Kyocera is committed to providing our customers with a broad range of cost effective and scalable solutions that will help any size business.

Our broad range of products offer solutions from desktop printing to out of the box mono and colour printing, copying, scanning and fax to wide format document handling.

We offer a broad range of scalable products including:

- Copiers and multifunction imaging solutions
- Networkable laser printers
- Wide format copier/printers

For more on Kyocera products, please visit kyoceramita.com.au/products





REDUCE, REUSE, RECYCLE

KYOCERA AND THE ENVIRONMENT

Kyocera is an environmentally-concerned global organisation who rigorously follow the principles of the three R's – reduce, reuse and recycle.

The importance of having respect for, and conserving our environment has been etched in Kyocera's ethos from inception. Our worldwide green policies encourage conservation and recycling, along with the development of products and technologies that can actually minimise the impact on the environment.

For example, our use of eco-friendly materials extends to our packaging, which is foam free, and is constructed from biodegradable cardboard. The inks are produced from vegetable and soy dyes and have absolutely no impact whatsoever on the environment, when recycled.



KyoCollect Recycling Program

KyoCollect is a take-back program which, as the name suggests, collects your Kyocera printer and copier consumables then recycles them. For example, you can recycle Kyocera bottles, toner kits and bulk toner. The result is 100% zero waste to landfill. Best of all, the KyoCollect recycling program is free of charge and requests for pick-up are met in as little as five working days.

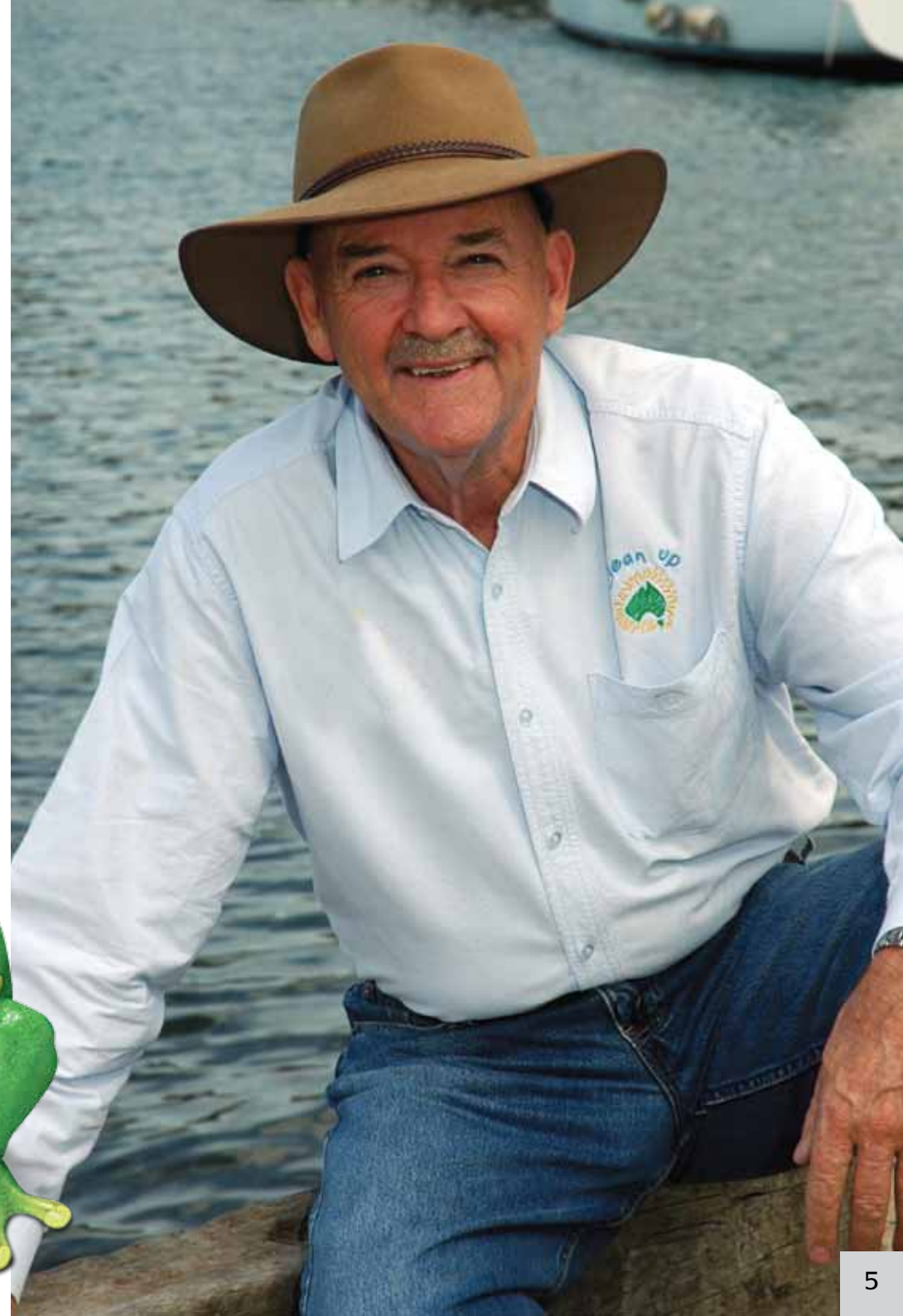
Clean Up Australia

For almost 10 years, Kyocera has been a proud sponsor of Clean Up Australia. Our partnership has gone from strength to strength with Kyocera now a key community Partner of Clean Up Our Climate. Kyocera and Clean Up Australia share a similar vision to create a cleaner environment.

For more on Kyocera and our commitment to the environment, please visit kyoceramita.com.au/environment



“Kyo the frog” is a symbol of Kyocera’s diligent work to reduce environmental burden by developing ecologically efficient products and our continued commitment to Re-use, Recycle and Reduce waste.



ECOSYS RELIABILITY: TECHNOLOGY LEADS THE WAY

Developing products that are kind to the environment – while still being highly economical to run – was the fundamental thinking behind the development of ECOSYS. Kyocera introduced the cartridge-free ECOSYS printer concept in 1992 as a means of reducing Total Cost of Ownership (TCO), while improving the printer's environmental impact.



Conventional cartridge



Kyocera ECOSYS toner kit



Conventional printers use an imaging cartridge that integrates a photoreceptor drum, developer and toner into a single, disposable unit. When the toner is depleted, the entire cartridge is disposed of and replaced with a new unit. In contrast, ECOSYS printers feature a durable imaging system based on Kyocera's patented amorphous silicon print drum, a combination of ceramic and metal. With a surface that is second only to diamond in hardness, Kyocera's durable print drum is guaranteed up to 500,000 pages on some series models. That's because tiny ceramic particles embedded in Kyocera's toner continually polish and recondition the drum during normal printing, virtually eliminating the need for replacement of the drum and other cartridge components (a task which is typically performed many times over the life of a conventional printer).

The result is printers and copiers which create less waste and have a lower comparable cost per print and less downtime, making them up to 50% less expensive to operate than comparative models and much more reliable.

AWARDS AND RECOGNITION

KYOCERA'S ACHIEVEMENTS

Kyocera's advanced range of exceptional products, software and network solutions make life simpler and business more productive. We are proud that noted industry analysts, technology publications – even end users – have recognised and awarded our products.

Our accolades include:



ARN 'Green Vendor of the Year 2007'

ARN, a key IT industry publication since 1991, held their inaugural industry awards in 2007. An independent panel of industry experts selected Kyocera as Green Vendor of the Year, a tribute to our thought leadership and green credentials.



Office Products Analysts #1 Reliability MFPs 2009

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