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EUROPEAN COMMISSION BACKS INDUSTRY'S VOLUNTARY AGREEMENT ON ECODESIGN OF IMAGING EQUIPMENT

VA epitomizes industry's own commitment to improve the sustainability of its products

PRESS RELEASE

FOR IMMEDIATE RELEASE

Brussels, 5 February 2013: On 29 January the European Commission adopted a report to the European Parliament and Council which formally recognizes the imaging industry's Voluntary Agreement (VA) on ecodesign. The long awaited report acknowledges the commitment made in 2011 by 16 leading companies to substantially improve the energy efficiency of their printers, copiers and multifunctionals. With this self-regulatory measure, the industry sets itself ambitious targets as part of the overall policy objective to reduce the footprint of printing and copying in the EU.

The Voluntary Agreement, the Commission writes, has undergone a thorough impact assessment and concluded that it could be considered equivalent to binding regulations adopted under the EU's 2009 Ecodesign Directive. The VA obliges signatories to comply with a strict set of design and information requirements, related to energy consumption, recyclability, and use of compatible cartridges. Manufacturers also agree to undertake measures to encourage the use of duplex (double-sided) and "N-up" printing (several pages on one sheet) to save paper. Finally, the agreement lays down a series of environmental information requirements that need to be made available to customers.

"We welcome the Commission's endorsement of our Voluntary Agreement in the context of the Ecodesign Directive," said EuroVAprint Chairman William Dazy of Canon. *"Our industry has long been committed to improving the sustainability of its products, and we are looking forward to further cooperation with the EU institutions in this area."*

"The Voluntary Agreement is not the end of the process," he added. *"Manufacturers will continue to raise the bar to improve their environmental performance. We remain committed to playing our part in achieving the EU's environmental targets."*

In accordance with the provisions of the Voluntary Agreement, the industry is now gearing up to propose an amended, more ambitious version by the end of 2013. Consultation with different stakeholders has already started.

EuroVAprint was formed specifically to provide the resources necessary for the operation of the Voluntary Agreement, and in particular to enable independent monitoring of compliance by a third-party.

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About EuroVAp rint

EuroVAp rint represents Europe's leading manufacturers of imaging equipment, accounting together for over 95% of the EU market for personal and office equipment. It is committed to environmental sustainability and improvement, set out in the 2011 Voluntary Agreement in the context of the 2009 Energy-Related Products Directive. Its members are Brother, Canon, Dell, Epson Europe, Hewlett Packard, Konica Minolta, Kyocera Mita, Lexmark, Murata Machinery, Oki, Panasonic, Ricoh, Samsung, Sharp, Toshiba and Xerox.

Further information is available at www.eurovaprint.eu.

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