

## Printer and copier manufacturers deliver results on energy savings in Europe

*A reduction of 13.2% in the product energy consumption was achieved within only ten months thanks to new self-regulation initiative, setting an example for other industries in Europe*

Brussels, 21 June 2013 - By implementing a new self-regulatory initiative (Voluntary Agreement on Ecodesign), the imaging equipment industry achieved a reduction of 13.2% in the energy consumption of its products in the EU within only ten months<sup>1</sup>. The commitment made by 16 leading companies to substantially improve the energy efficiency of their printers, copiers and multifunctional devices in Europe has now brought concrete results and guarantees optimal energy, CO<sub>2</sub> emission, and financial cost savings for the Member States of the European Union (EU).

According to an [impact assessment](#) conducted by the European Commission, this self-regulation delivers more savings and benefits than an EU Regulation at a significant lower cost for the national authorities of EU Member States. Up to €2.5 million in administrative costs will be saved thanks to the Voluntary Agreement of the imaging equipment industry.

*"The commitment made by our industry is a small but successful example of how Europe can move quickly and efficiently to reach energy and environmental targets. Sustainable and affordable solutions are not mutually exclusive as we sometimes hear: they can become a reality when industry comes together and takes decisive action."* said EuroVaprint Chairman William Dazy of Canon.

The Voluntary Agreement was developed by EuroVaprint (the association grouping all major manufacturers of imaging equipment that operate in Europe) is binding for its 16 signatories. The agreement, officially backed by the European Commission, obliges manufacturers to comply with a strict set of design and information requirements, related to energy consumption, recyclability, and use of compatible cartridges. Moreover, manufacturers agreed to undertake measures to encourage the use of automatic duplex (double-sided) and "N-up" printing (several pages on one sheet) to save more paper. The agreement also lays down a series of requirements for environmental information that needs to be made available to customers.

With this self-regulatory initiative, the imaging equipment sector keeps improving on past trends of efficiency gains and savings that are critical to meeting Europe's environmental objectives. According to the impact assessment of the European Commission, it is estimated that:

- The total savings in energy consumption under the Voluntary Agreement for the period 2011-2020 will be more than double compared to an EU Regulation scenario.
- The Voluntary Agreement will help save approximately three times more CO<sub>2</sub> emissions compared to an EU Regulation scenario for the period 2011-2020.
- The industry will save 1 million ton of office paper over the 1990-2020 period in the EU (15-17% of the estimated total EU office paper consumption) causing an indirect primary energy saving equivalent to 4TWh electricity and 0.6 Mt CO<sub>2</sub>.
- The absence of an EU Regulation will diminish administrative burdens: an estimate of €2-2.5 million and the compulsory involvement of all national authorities of Member States would be required on an annual basis in the case of Regulation. The administrative burden under the Voluntary Agreement is a lower cost which affects manufacturers and not directly the tax payer.

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**About the Voluntary Agreement:** The Voluntary Agreement signed on 16 February 2011 established a set of targets to be met by Jan. 1, 2012, for all products sold on the EU market. Requirements for energy-efficiency and duplexing availability must be met by at least 90% of products sold. The agreement aims to reduce the environmental footprint of imaging equipment – both by design and by helping customers make informed choices during purchase and usage of the equipment. The Voluntary Agreement was officially backed by the European Commission in January 2013.

**About EuroVaprint:** EuroVaprint 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, as 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 Document Solutions, Lexmark, Murata Machinery, Oki, Panasonic, Ricoh, Samsung, Sharp, Toshiba and Xerox. Further information is available at [www.eurovaprint.eu](http://www.eurovaprint.eu).

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<sup>1</sup> For products covered by the Voluntary Agreement and sold between June 2011 and March 2012 – Figure provided by independent inspector.