

Printer and copier makers deliver impressive product energy efficiency results in Europe

Self-regulation model, uniting the imaging equipment industry, cuts average product energy consumption by 25% between 2011 and 2014 ([infographic](#))

Brussels, XX September 2015 – The makers of printers and copiers have boosted energy efficiency by a quarter in Europe within 3 years thanks to an industry self-regulation initiative adopted in 2011. While the industry's sales have increased by 45% the last three years (2011-2014), according to a report by an independent inspector.

In its latest Energy Efficiency Report, [ERA Technology](#) independent inspector, said energy consumption from so-called OM productsⁱ was reduced by 20,8% between 2011 and 2013. Overall, the imaging equipment industry has reduced the energy consumption of its products (sold between 2011 and 2013) by 10,5%. The reduction of energy consumption is the outcome of measures taken by all major manufacturers of the imaging equipment to decrease their environmental footprint (Voluntary Agreement on Ecodesign).

The agreement developed by EuroVAprint (the association grouping all major manufacturers of imaging equipment that operate in Europe) is binding for its 16 signatories. Since 2011, compliance to environmentally-friendly design requirements of imaging equipment products has been continuously increasing: from 93,92% in 2011 to 97,63% at the end of 2013 (figure provided by ERA Technology).

“Our industry is a vivid example of how self-regulation can work in Europe. The Ecodesign measures provide the right conditions for industries to take universal and immediate action to reduce energy consumption. Our voluntary agreement allows different manufacturers to work together for energy saving targets and achieve immediate results” said EuroVAprint President Maxime Furkel of Lexmark.

The agreement, 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. 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.

The Voluntary Agreement also has the effect of reducing the administrative burden for authorities: the administrative costs of the Voluntary Agreement are lower compared to European legislation (e.g. Regulation) and are directly borne by the industry, not the tax payers.

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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.

ⁱ OM Products include inkjet devices for use in domestic or small business environment.