

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

*Self-regulation model, uniting the imaging equipment industry, cuts product energy consumption by 35,6% between 2011 and 2014 ([infographic](#))*

Brussels, 14 March 2016 – The makers of printers and copiers have boosted energy efficiency of their products\* by more than one third in Europe within four years (2011-2014). The reduction of energy consumption is the outcome of a self-regulation initiative taken by all major manufacturers of the imaging equipment to decrease their environmental footprint (Voluntary Agreement -VA- on Ecodesign). The Voluntary Agreement, endorsed by the European Commission, requires manufacturers to comply with a strict set of design and information requirements related to energy consumption, recyclability, and optimised use of paper.

In its latest Energy Efficiency Report, [Edif ERA](#) – the independent inspector overseeing and reporting on the VA, said that energy consumption from inkjet products has been reduced by **35.6%** over the period 2011-2014. Moreover, the sales and energy consumption of non-compliant products in the EU have been more than halved within the same period. Today, the market coverage of the VA signatory companies in Europe is more than 99%.

*“For the fourth year in a row, our industry is able to demonstrate not only impressive energy efficiency results but also how self-regulation can be a successful policy alternative for Europe. The self-regulation model we are following is unique with very concrete results: More than 97% of the printers our industry puts on the market are compliant to the standards we agreed”* said EuroVAprint President Maxime Furkel of Lexmark.

The agreement developed by EuroVAprint (the association grouping all major manufacturers of imaging equipment that operate in Europe) is binding for its 15 signatories.

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\* Product categories: The Voluntary Agreement covers imaging equipment belonging to one of the following product categories: copiers, multifunction devices (MFDs), printers, fax machines.

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**About the Voluntary Agreement:** The Voluntary Agreement signed on 16 February 2011 established a set of targets 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 99% 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, Oki, Panasonic, Ricoh, Samsung, Sharp, Toshiba and Xerox. Further information is available at [www.eurovaprint.eu](http://www.eurovaprint.eu).