

ENERGY STAR
AWARD 2010
PARTNER OF THE YEAR

Canon

How a Product Earns the ENERGY STAR Label



What is ENERGY STAR?

ENERGY STAR is the trusted, government-backed symbol for energy efficiency helping us all save money and protect the environment through energy-efficient products and practices.



The ENERGY STAR label was established to:

- Reduce greenhouse gas emissions and other pollutants caused by the inefficient use of energy; &
- Make it easy for consumers to identify and purchase energy-efficient products that offer savings on energy bills without sacrificing performance, features, and comfort.

How Does EPA Choose which Products Earn the Label?



Key Guiding Principles:

- Product categories must contribute significant energy savings nationwide.
- Qualified products must deliver the features and performance demanded by consumers, in addition to increased energy efficiency.
- If the qualified product costs more than a conventional, less-efficient counterpart, purchasers will recover their investment in increased energy efficiency through utility bill savings, within a reasonable period of time.
- Energy efficiency can be achieved through broadly available, non-proprietary technologies offered by more than one manufacturer.
- Product energy consumption and performance can be measured and verified with testing.
- Labeling would effectively differentiate products and be visible for purchasers.

How Does EPA decide when to Revise Specifications?



Generally, a market share of ENERGY STAR qualified products in a particular category of 50 percent or higher will prompt consideration for a specification revision. However, there are other factors that weigh into the decision, such as:

- A change in the Federal minimum efficiency standards.
- Technological changes with advances in energy efficiency which allow a revised ENERGY STAR specification to capture additional savings.
- Product availability
- Significant issues with consumers realizing expected energy savings
- Performance or quality issues
- Issues with Test Procedures

2010 Partner of the Year



This award honors partners for strategically and comprehensively managing their energy use and promoting ENERGY STAR products and practices in their own operations, and/or providing efficient products and services to consumers and within their communities.

Why was Canon Chosen?



Canon U.S.A., Inc is a world class leader in professional and consumer imaging equipment and information systems. Canon is receiving ENERGY STAR recognition for qualifying nearly 100 percent of its product line to ENERGY STAR specifications. The company is also being recognized for its leadership and engagement in ENERGY STAR power management campaigns, its extensive communication efforts promoting energy efficiency to a wide audience, and its ongoing efforts to reduce environmental burdens in all stages of the product life cycle.



In the picture: Hiro Imamura (left) & Sophia DesRoches (right) of Canon receiving the 2010 Partner of the Year Award from Katharine Kaplan of ENERGY STAR (Center)

Key Accomplishments



- Adding 57 new ENERGY STAR qualified models to its suite of products for a total of 241 ENERGY STAR qualified models. One hundred percent of Canon's suite of copiers, printers, scanners, and fax machines, and 98 % of its multifunction devices are ENERGY STAR qualified



Key accomplishments (Continued...)



- Saving nearly two million kWh of electricity and \$160,000 in 2009 by activating power management features on over 1,500 employee computers as part of its commitment to the ENERGY STAR Low Carbon IT campaign.



Key accomplishments (Continued...)



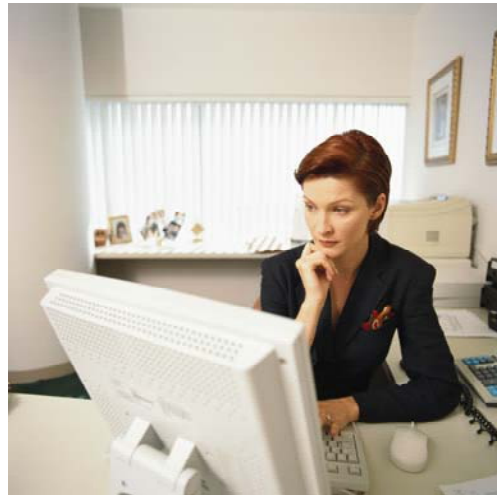
- Expanding the company's ENERGY STAR outreach and awareness efforts in both its internal and external sales trainings and customer presentations. Canon USA developed a recent Corporate Environmental / Sustainability video highlighting partnerships with EPA and the ENERGY STAR program.



Key accomplishments (Continued...)



- Developing Web-based and instructor-led training courses designed to educate Dealer Sales Representatives on consumer demand for environmentally friendly products and how Canon's products meet this demand with environmentally conscious features, including energy-saving technologies and ENERGY STAR.



Key accomplishments (Continued...)



- Launching its imageRUNNER ADVANCE series, a new document services platform that is developed using the company's Life Cycle Assessment product design system- which is expected to reduce CO2 emissions by more than 30 percent by redesigning each phase of development, from manufacturing, energy use, and logistics



THANK YOU!

Canon



PARTNER OF THE YEAR

