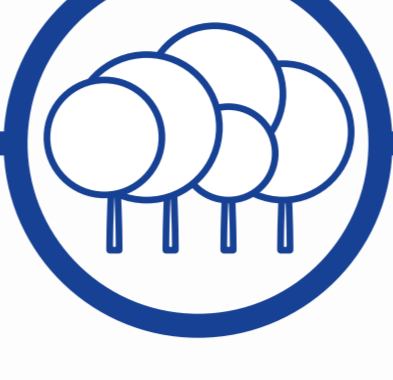


THE GREEN PRINTING ALTERNATIVE



If every business in the UK switched to Epson Business inkjet printers



the reduction in CO₂ would be equivalent to the volume absorbed by at least

5 million trees

Here's how:



The total number of laser devices for companies in the UK with 10 employees and above is

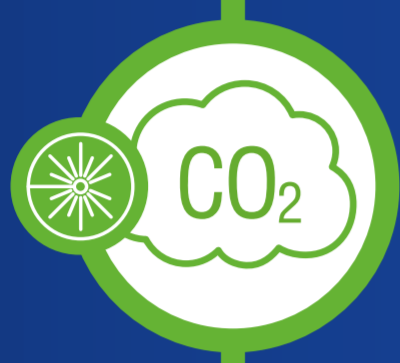
2,583,601¹



These laser devices use

361,704,926 kWh/year

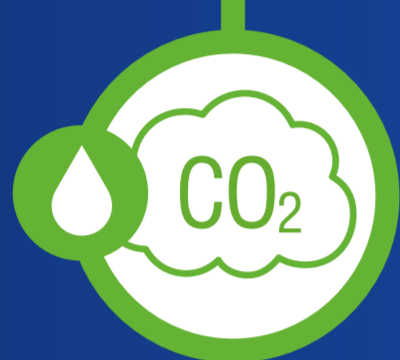
- The installed base was segmented by technical specifications (print speed, colour/mono, A3/A4)
- Typical Energy Consumption (TEC = kWh/week) was identified for all lasers that fell within each segment from Energy Star and was averaged
- Segment averages were multiplied by 52 (for annual figure), and then by installed base per segment (for total kWh/year per segment)
- Adding all the final segment figures together gives: **361,704,926 kWh/year**



These laser devices generate

165,299,151 kg of CO₂ a year

- To gain this figure, the total energy consumption of Epson Business inkjet devices was converted into CO₂ based on CO₂ emissions per kWh from electricity generation, where 457g of CO₂ is produced for every kWh used²
- So, **361,704,926 kWh/year x 457 grams = 165,299,151 kg of CO₂ a year**



Epson Business inkjets generate

55,844,260 kg of CO₂ a year

- To gain this figure, the total energy consumption of Epson Business inkjet devices was converted into CO₂ based on CO₂ emissions per kWh from electricity generation², where 457g of CO₂ is produced for every kWh used
- So, **122,197,506 kWh/year x 457 grams = 55,844,260 kg of CO₂ a year**

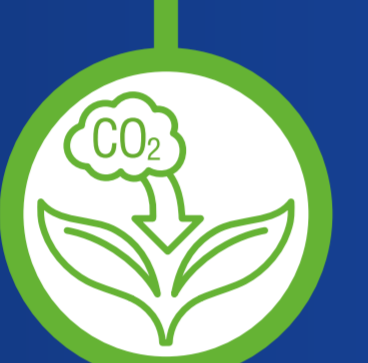


Therefore switching to Epson saves an estimated

109,454,891 kg of CO₂



66% less compared to laser



On average, each tree absorbs

21.8 kg of CO₂ per year³

So

109,454,891
(the CO₂ saving)

÷

21.8

(average tree CO₂ absorption)

=

5,020,867

(equivalent CO₂ to that absorbed by 5 million trees)



Epson is leading the way in sustainability

- with our culture of innovation and a drive to reduce the environmental impact of our products



We understand you're under pressure to reduce your effect on the environment

- Political pressure to meet environmental targets is rising worldwide

So, how can you cut emissions in your business?

Epson Business inkjet printers

produce up to

92%

fewer CO₂ emissions from raw materials sourced and manufactured to produce consumables than those of comparable laser products⁴



The WorkForce Pro inkjet range is the new **'triple bottom line'** in business printing

It can improve:



environmental performance



economic performance



societal performance

and contribute to

€4.6 million

of monthly savings in Western Europe⁵

Let us help you make the switch for a more sustainable future
epson.co.uk/maketheswitch

1 IDC "Installed Base : Verticals and End-User Segments Western Europe (2015 data)"
2 International Energy Agency report "CO₂ emissions from fuel combustion" P113: <https://web.archive.org/web/20150221170016/http://www.iea.org/publications/freepublications/publication/CO2emissionfromfuelcombustionHIGHLEVELGHTSMarch2013.pdf> using the 2010 figure for grams CO₂ / kilowatt hour=460 grams)
3 North Carolina State University <https://www.ncse.edu/project/treesofstrength/treefact.htm> (figure given is 48 pounds, which is 21.7724 kg)
4 Based upon the extraction and processing of raw materials and supplies fabrication. As tested by Epson methodology: 1. Calculation is only CO₂ emission as global warming environmental burden. 2. The results of calculation is based on self-declaration. (third-party verification is not received). 3. We use the coefficient of CO₂ (kg-CO₂/unit) published in JEMAI data base "LCA Pro"
5 Calculated based on IDC data on print volume and number of companies in Western Europe, BLI data on time saved on WorkForce Pro RIPS model interventions, and average hourly labour cost from Eurostat:
• According to IDC ("Western Europe Inkjet and Laser Installed Base, Page Volume, and Supplies 2014-2018 Forecast and Analysis" - reports for printers and MFPS used), 35,947,777,104 pages is the total monthly print volume generated by printers within the 21-44ppm speed bracket in Western Europe
• The number of companies of 100-499 employees according to IDC was calculated (using the "Historical Peripherals Installed Base - France, Germany, UK - 2011" report) and applied to the above report to estimate the print volume for this segment
• This implies a total monthly print volume amongst companies of 100-499 employees, using the target range of machines, of 7,750,196,798 pages
• Using the BLI data (up to 100 minutes of worker time can be saved per 80,000 pages printed), this could equate to 9.64M minutes/161K hours per month that could be saved by moving from lasers to RIPS
• Using the average hourly EU18 hourly labour cost (wages and salaries plus non-wage costs, mainly social contributions payable) of €28.50 (according to Eurostat data), the potential monthly saving to the industry can be calculated as €4.6M
For more information visit www.epson.eu/inksaving

Technology in harmony with ecology



EPSON
EXCEED YOUR VISION