

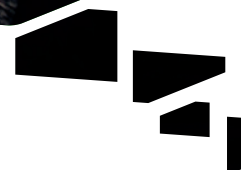


KONICA MINOLTA

# MAKE YOUR PRINT PRODUCTS SUSTAINABLE

Thinking about tomorrow is up to all of us, in private and in business. The future of our planet is the responsibility of today's society. Additionally, your business is characterised by the ongoing need to add new services, to find new customers and to differentiate yourself from the competition. Environmental measures such as climate neutral printing offer you an easy way to stand out from the crowd.

With Enabling Carbon Neutrality from Konica Minolta you get the chance to start offsetting the emissions that arise during printing with your Konica Minolta production device right away.



**ENABLING  
CARBON NEUTRALITY  
PRODUCTION PRINTING**

## Small investment – big impact

In today's business environment, providers of professional print products need to stand out from the competition and think about the future. Serving existing customers and attracting new ones becomes more difficult – Konica Minolta's programme Enabling Carbon Neutrality can help you to make this easier and even goes one step further: it enables customers to be part of a more sustainable society. More benefits at a glance:

### – Add value to your print products

By utilising carbon neutral printing in your communication you can convince existing customers and also attract new ones. In the long term it can help you to increase revenues.

### – Win more jobs

Environmental considerations have a high public profile. Therefore graphic communications providers and central reproduction departments need to work on more environmentally friendly profiles to win new jobs.

### – Profit from an all-in-one service

Konica Minolta offers you a transparent and holistic approach to offsetting CO<sub>2</sub> emissions that occur during the print process. Benefit from one service provider that offers you a total package without any extra work for you.

### – Emphasise your commitment to climate protection

With carbon neutral printing you can contribute to the achievement of your company's climate protection goals.

## The easy path to carbon offsetting with Konica Minolta

### Step 1

Purchase your new production printing system in combination with Enabling Carbon Neutrality or select devices from your existing Konica Minolta printers and choose carbon-neutral printing for one year or the entire life cycle.

### Step 2

Konica Minolta provides offsetting for carbon emissions from production and shipping of the system for free. Use your free certificate – Konica Minolta offers customers, who are interested, CO<sub>2</sub> certificates for carbon neutral manufacturing. Certificates, labels and the ID number of the climate compensation project verify this.

### Step 3

Together with the climate protection expert ClimatePartner we calculate the CO<sub>2</sub> emissions of each operating printing device for you.

### Step 4

These emissions are offset through a Gold Standard certified carbon offset project without any extra work for you.

### Step 5

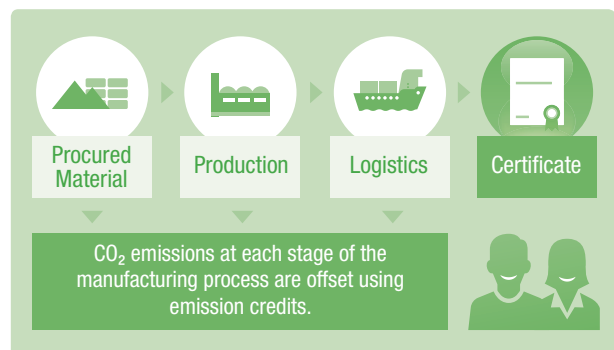
We provide you with certificates & labels to verify and display your commitment to your customers. You can also utilise them for marketing purposes.

### Step 6

All your products are now printed carbon neutrally and your company supports certified carbon offset projects.

## Sustainability starts before the first print-out

To underline Konica Minolta's commitment to sustainability the manufacturing emissions of Konica Minolta's production devices will be offset for free once customers decide to use the Enabling Carbon Neutrality programme. A certificate provides proof and transparency and will be provided on demand.



## Integrate carbon neutral printing into your daily business

### OFFER

Integrate climate neutral printing into your standard product offering.

### LABEL & CERTIFICATE

Use them on your website, in brochures, on your print products and on your printing devices to raise awareness.

### CHANNELS

Write articles for your blog, website or web shop. Publish press releases and create a brochure on climate protection. Publicise the offer on your company stationery.

### VISUALISATION

Hang up roll-ups on climate protection and example climate-neutral print products in your print shop.