

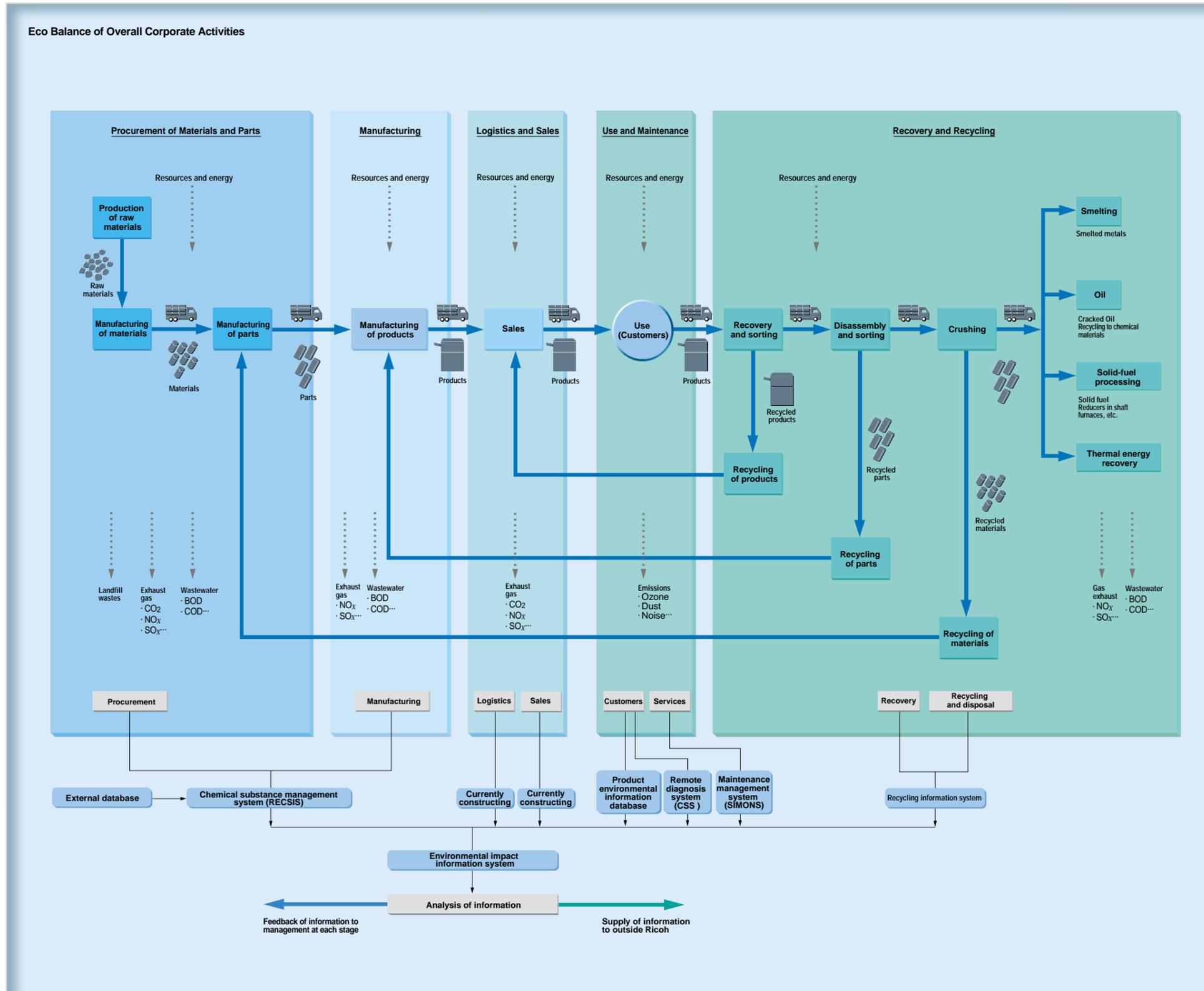
# Introduction of Eco Balance

## ◎ Concept of Eco Balance

The Ricoh Group, based on the Comet Circle concept, promotes the reduction of total environmental impact by assessing how much is generated in each of its activities. Eco Balance is a compilation of environmental impact input and output data and is a means of quantitatively measuring, assessing, and reporting the environmental impact generated by a company. This method facilitates the overall implementation of LCA\* for corporate activities. LCA helps to determine total environmental impact (total level of impact), identify areas of need (what is wrong), assess quantitative improvements (how much has been done), and carry out effective environmental measures. The Ricoh Group has constructed an environmental impact information system for its overall corporate activities to reduce impact and to disclose this information.

A Type III Environment Label is also being prepared to quantitatively assess environmental impact generated through the entire product life cycle, from parts procurement, manufacturing, and use to recovery and recycling, and for disclosure under third party certification.

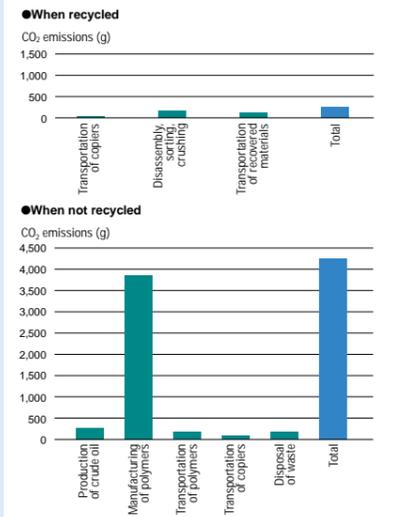
\* LCA (life cycle assessment) is a means of quantitatively determining the level of environmental impact generated throughout a product's life cycle; in other words, from resource procurement to manufacturing, processing, distribution, sales, consumption, use, recycling, and disposal.



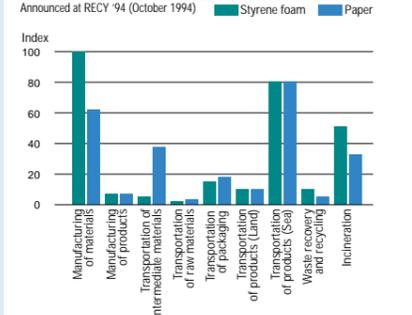
## Example of LCA Research

From an early stage, the Ricoh Group has implemented various measures to reduce the environmental impact by recycling plastic materials and developing eco-packages. The Group also implements LCA to determine how effective these measures are.

LCA in the Material Recycling of Resins for External Copier Cabinets  
Announced at Eco Balance International Symposium (November 1998)



LCA of Buffers (Emission by CO<sub>2</sub> Process)  
Announced at RECY '94 (October 1994)



LCA of Copier Paper  
Announced at Electronic Photograph Seminar/Japan Hard Copy '97 Fall (November 1997)

