



# **CANON'S APPROACH TO SUSTAINABILITY AND PRINT MEDIA**

**Canon**

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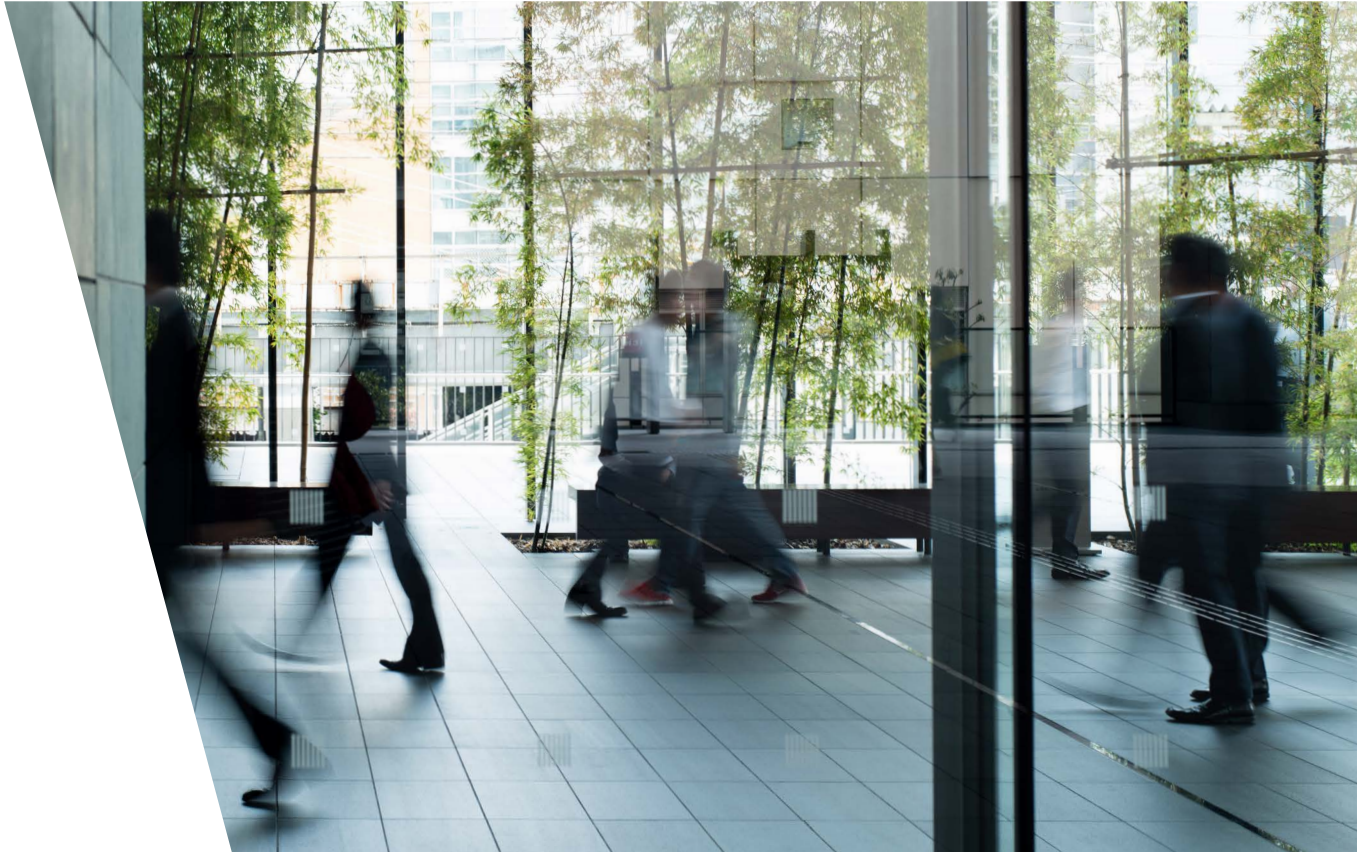
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# OUR APPROACH



Canon operates according to the philosophy of Kyosei which means 'living and working together for the common good'. This shows our approach to sustainability and underpins our EMEA sustainability vision - 'to grow the positive power of imaging technology and services' helping us to deliver social and environmental benefits for our customers, both now and in the future.

In applying this approach, we offer a range of print media options that enable our customers to support the responsible management of forestry, reduce carbon emissions and minimize the need for new resources.

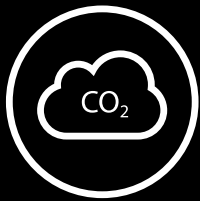
# SUSTAINABILITY AT CANON



Responsible  
forestry

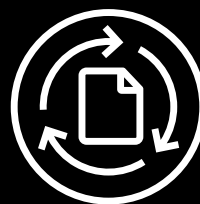
All Canon branded office and large format papers are sourced from recycled fibres, and FSC® (FSC-C008945) and PEFC certified sources. Alternatively, they are procured from other controlled wood sources, and from producers and suppliers that commit to meeting specific social and environmental criteria.

These sourcing requirements ensure that Canon branded paper is produced from responsibly managed forests, ensuring the prevention of biodiversity and habitat loss through deforestation.



Reducing carbon  
emissions

Fossil CO<sub>2</sub> emissions from Canon Zero papers production are reduced as paper mills shift towards more renewable energy sources. The unavoidable CO<sub>2</sub> emissions, which come mainly from transportation, are compensated by investments in certified renewable energy projects, such as wind and hydro power installations. Canon Zero Paper range also includes papers with zero fossil CO<sub>2</sub> emissions from pulp & paper production.



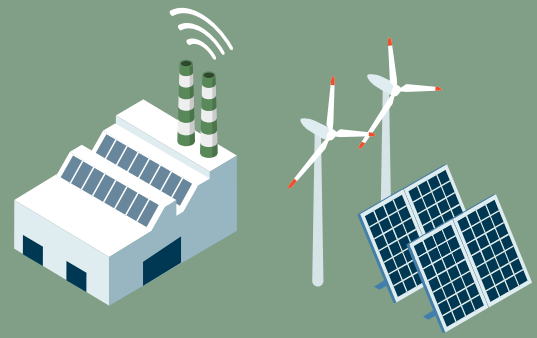
Minimizing the  
need for new  
resources

We offer our customers recycled materials to help them minimize their need for new resources. Our recycled paper grades enable customers to procure media with a recycled content of up to 100%. This means that the paper content originates from used paper fibres that have been recycled, negating the need to source raw or virgin materials.



### Ethical sourcing

We ensure raw materials come from renewable sources and sustainable managed forests, certified by FSC® or PEFC.



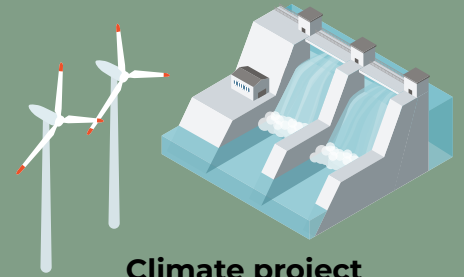
### Efficient energy use

We work with energy-efficient paper mills that recover energy from their paper production.



### CO<sub>2</sub> reduction actions

We are committed to reducing CO<sub>2</sub> emissions across our operations and throughout the product lifecycle.



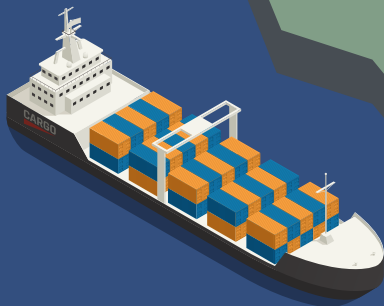
### Climate project investments

We support verified climate projects, that avoid CO<sub>2</sub> emissions from being released into the atmosphere.



### Efficient transport

We transport papers directly from mills to customers, reducing CO<sub>2</sub> emissions.



# MOVING TOWARDS A CO<sub>2</sub> NET ZERO FUTURE

Canon supports the circular economy and prioritizes people and society. We are transforming operations and manufacturing to reduce CO<sub>2</sub> emissions to reach CO<sub>2</sub> net zero goals.

Canon's Zero paper range is designed with a cradle-to-customer CO<sub>2</sub> emissions approach. Our Canon Zero paper carbon footprints are proof of the efforts to lower CO<sub>2</sub> emissions during manufacturing. Additionally, we compensate for residual CO<sub>2</sub> emissions, extending up to the product's disposal.

# SUPPORTING LOCAL COMMUNITIES



Climate projects encourage the use of sustainable technologies, reducing long-term emissions. They enhance local living conditions and encourage development in project areas.

These projects aim to reduce emissions also offering benefits to local communities. This is achieved by replacing wood fires and paraffin lamps with water filters and solar lamps. These alternatives are not only more energy-efficient but also increasingly accessible and affordable, supporting local entrepreneurship. Sustainable energy initiatives that generate hydro-power and wind energy are implemented as well.

Climate projects play a key role in offsetting unavoidable CO<sub>2</sub> emissions. These climate projects are certified according to international standards such as the Verified Carbon Standard (VCS) and Gold Standard.



# FURTHER REDUCING CARBON FOOTPRINT

## **Reduced packaging**

Our papers are available in more efficient 2,500 sheet boxes, and we also ship unboxed rolls on pallets, reducing packaging and waste. Additionally, our packaging includes 80-100% recycled cardboard options, enhancing our commitment to sustainability.

## **Reduced volume of papers used**

Canon Imaging Supplies offers customers the possibility of buying 75 g/m<sup>2</sup>, 70 g/m<sup>2</sup> or even 60 g/m<sup>2</sup> paper. This way less fibres are needed to produce the same amount of sheets promoting a more efficient use of our natural resources.

## **Reduced paper waste**

All Canon media is put through thorough testing procedures to optimize the best possible performance. This reduces the chance of misprints and paper jams, which also reduces paper waste.



# PAPER CERTIFICATIONS

At Canon Imaging Supplies, we are committed to environmental stewardship and responsible sourcing. Our paper suppliers adhere to rigorous standards, ensuring that our products meet the highest sustainability criteria.



The mark of  
responsible forestry  
FSC® C008945

## FSC®

Managing and protecting healthy, resilient forests for all



Promoting  
Sustainable Forest  
Management  
PEFC/030-31-041

## PEFC

Protecting forests by promoting sustainable forest management



ClimatePartner  
certified product  
[climate-id.com/W91TWY](https://climate-id.com/W91TWY)

CO<sub>2</sub>  
measure  
reduce  
contribute

## ClimatePartner

Supporting verified climate projects, that avoid CO<sub>2</sub> emissions from being released into the atmosphere



EMAS

## EMAS

EU environmental management system for continuous improvement



SE/011/01

## EU Ecolabel

Promotes papers demonstrating environmental excellence



## Nordic Swan Ecolabel

Official sustainability ecolabel for products with environmental excellence



## Blue Angel

Recycled paper saving resources, water and energy

# CANON ZERO PORTFOLIO

Discover the versatility of Canon's print media range, designed to boost productivity and keep printers running smoothly. Our sustainable Canon Zero papers are perfect for office, production and large format printing, helping you lower your carbon footprint. With Canon, you get performance plus a positive impact on the environment—all in one.



**Black Label Zero**  
Eye-catching output every time



**Red Label Zero**  
Create a stunning impression in colour and black & white



**Top Colour Zero**  
Super smooth, brilliant paper for vibrant colour printing



**Recycled White Zero**  
White and recyclable paper



**Red Label Zero**  
High whiteness paper for large format printing



**Recycled White Zero**  
Best in class recycled paper for large format printing

# MORE SUSTAINABLE PRINTING WITH LARGE FORMAT MEDIA



As part of Canon's journey toward sustainability, we offer VOC A+ class, PVC Free print media for large format visual communication, with a combination of UVgel inks. Canon large format media enable our customers and partners to make more sustainable choices in their retail, events and interior decoration prints.

Choosing PVC Free print media means less environmental impact, due to lower emissions during production and using fewer resources than traditional PVC print media.

Our PVC Free print media offering is part of our effort to support more responsible printing practices across the industry. It supports our customers and partners in making a positive change towards the environment.



Zero VOC emissions, zero hazardous air pollutants inks



Non-vinyl print materials



A+ class materials with the least VOC (Volatile Organic Compounds) emissions.



Ensure the products conformity with EU HS&E standards

# WE KNOW PRINTERS WE KNOW SUPPLIES

## WE PRESENT YOU WITH THE PERFECT MATCH



If CMYK are the four colours in print, then the media they are printed on is the fifth! Choosing media is creating the right look and feel. Canon Imaging Supplies offers a media solution for every application. With a wide range of media, expert advice, continuous quality control and prompt delivery, Canon fulfills professional printing ambitions, tested for the perfect match between media and equipment.

Your favorite Canon supplies are just a click away in the media webshop where you can conveniently find and buy compatible printer supplies for all major brands. Our shop is open 24 hours a day, 7 days a week.

To find the right materials for your printer and application, use Canon Media database and order immediately. Need media profiles or technical information too?

Visit our mediaguide at [www.canon-europe.com/mediaguide](http://www.canon-europe.com/mediaguide)

Choosing Canon Media will bring you the benefits of extensive research and innovation. Look forward to:

- The integral complete proposition
- Hasslefree printing
- One stop shop experience
- Find the relevant information you really need
- A reliable and continuous supplier
- Expert professional advise
- Quality and exclusive products at a sharp price
- Fast delivery terms via solid Canon Europe sales channels, also for small orders
- Professional customer service support
- Meet your sustainability goals

# Canon

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