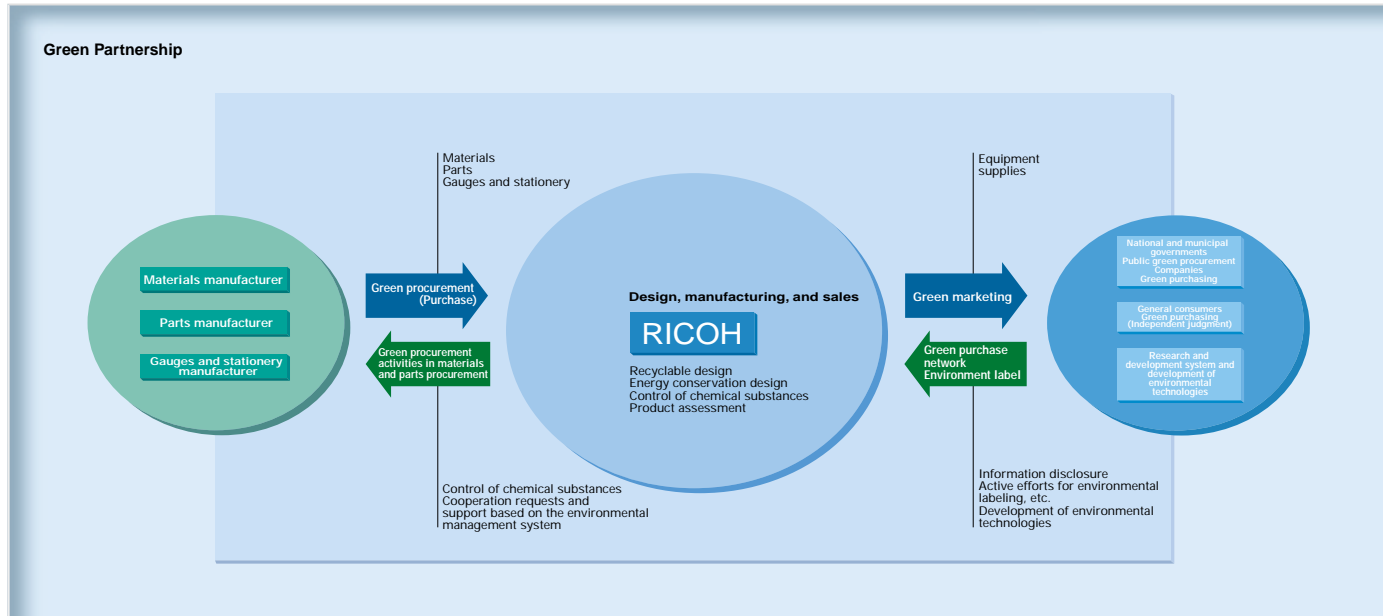


Green Partnership



◎ Concept of a Green Partnership

To reduce environmental impact in all corporate activities, it is important to purchase materials that have minimum environmental impact as well as sell such products. The Ricoh Group, based on the Comet Circle, views its materials suppliers, customers, and contracted recycling companies as green partners, carefully choosing the materials to be purchased and marketing environmentally conscious products to minimize the environmental impact produced by those partners. For more effective recycling, we are also improving the level of recyclable design.

Green Procurement of Materials

To procure materials that have less environmental impact, the Ricoh Group has issued *Green Procurement Guidelines* and has sought the support of all suppliers. Together, we are working to clarify the chemical content in parts and materials, with improvements in this area already underway. Ricoh is also working with partners and suppliers in other ways, including



providing advice on obtaining ISO 14001 certification, supplying environment information, and improving individual products and parts. We plan to expand this activity to affiliates and overseas bases in the future.

Green Procurement of General Purchases

Ricoh is also choosing OA equipment, consumables, stationery, giveaways, and gifts that have less environmental impact. Led by the Green Procurement Promotion Council, preparations of an ecology-conscious product list and the establishment of an eco-product automatic ordering system are underway. We plan to expand this activity to affiliates and overseas bases in the future.

Management of Chemical Substances

Ricoh constructed a chemical substance management system called RECSIS* in 1996, which is used for the input and output management of chemical substances for the Ricoh Group. With this system, Ricoh's design division is now able to select materials, easily taking into account environmental hazards and laws and regulations. Similarly, production bases can now grasp in real time types of chemical substances, purchase amount, use, and stocks and

implement appropriate measures when necessary. Since laws and regulations and revised information related to chemical substances can be announced to our sales divisions, business can now be implemented smoothly around the globe.

*Ricoh Environmental and Chemical Safety Information System

Green Marketing

In order to reduce the environmental impact generated at the customer's site, the Ricoh Group is actively developing products that are certified with such labels as the Blue Angel Mark, Nordic Swan Mark, and International Energy Star Mark, and selling energy-saving products, easy-to-recycle products, and products made of recycled parts and materials.

Disclosure of Environmental Impact Information of Products

The Ricoh Group not only discloses such product information as government parts procurement lists and green purchase networks but handles this information in a sophisticated manner.

● International Environment Labels and the Ricoh Group Efforts

Eco Mark / Japan



Eco Mark is a labeling system the Japan Environment Association has been using since 1989, with the extension of applications to OA equipment, such as copiers, under consideration. Ricoh's recycled paper, Shigen, is an example of a product that is certified with this mark.



Blue Angel Mark (BAM)/Germany



BAM certification standards are specified in detail by the German Federal Environment Agency throughout production processes, from manufacturing to the disposal of applicable products. Most Ricoh products sold in Germany are BAM certified.



Nordic Swan Mark / Scandinavia



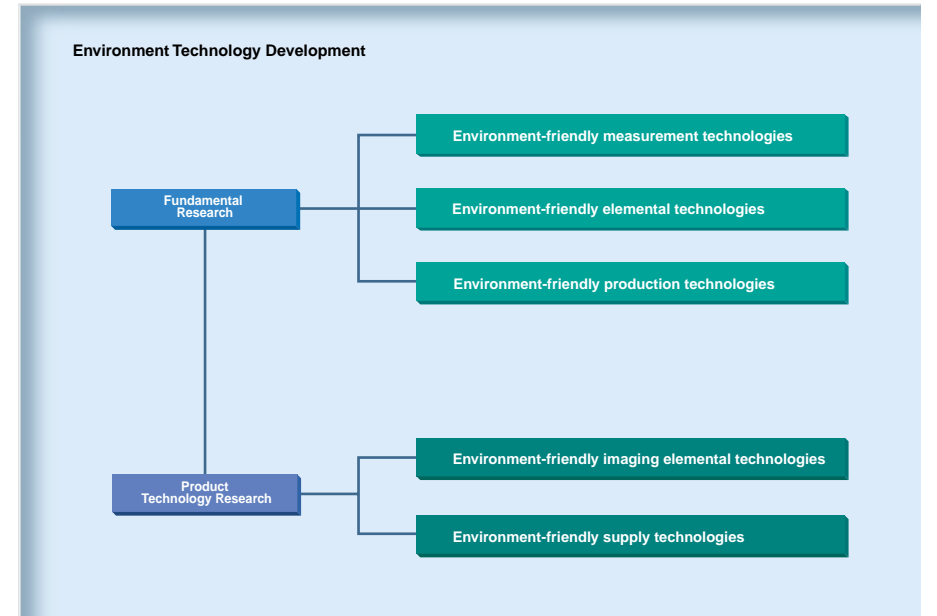
The Nordic Swan Mark is an eco-label system used by the five Scandinavian countries of Norway, Sweden, Finland, Iceland, and Denmark since 1989. In 1997, seven Ricoh copier machines were awarded the label.



Environmental Technology Development

Ricoh has been successful in developing numerous environmental technologies, such as its BL110 hybrid facsimiles with power consumption while idling cut to 1/20 of previous levels and its recycle label Compatible Sheet, which can be recycled with the plastic of copiers.

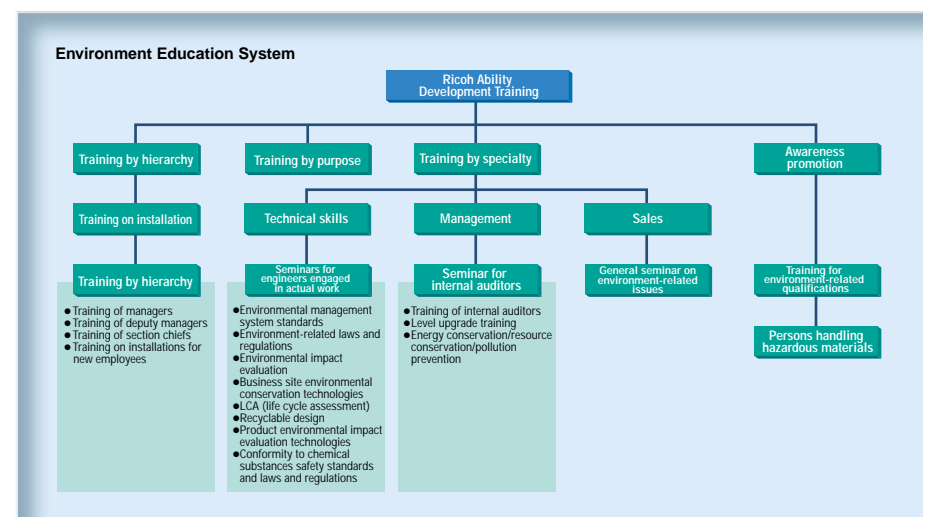
Ricoh's cutting-edge environmental technologies hold tremendous significance for the company's business as well. The Ministry of International Trade and Industry reinforced the Energy Conservation Law to reduce CO₂ emissions and incorporated the top runner method for electric goods, including OA equipment. With these efforts, Class 1 energy-saving performance or above must be realized within a certain period of time. This means that outstanding environmental technologies will be used by numerous companies, establishing a de facto standard. Based on its own research center group concept, the Ricoh Group is conducting fundamental research and product technology research on environmental technologies.



Environmental Education and Awareness Promotion

Environmental conservation activities cannot proceed without a change in the awareness and behavior of each and every employee. The Ricoh Group has established a system to enhance the knowledge of environmental conservation professionals that includes new employee training, training of design engineers, and seminars for internal auditors of the environmental management system.

Ricoh also helps its employees acquire pollution prevention administrator and work environment measurement engineer qualifications and has an in-house award system for employees who contribute to environmental conservation. In addition, company-wide environment competitions, environmental conservation newsletters and pamphlets, employee environmental awareness questionnaires, and a web site help Ricoh further promote environmental awareness both inside and outside its group.



International Energy Star Mark / Japan, America, Europe, etc.



Only products whose power consumption while idling is below a certain standard can be sold with the International Energy Star Mark. Ricoh has been awarded this mark for all of its applicable products.



RESY Mark / Germany



The RESY Mark certifies that product packaging for shipping satisfies RESY technical standards. It also guarantees that shipping packaging paper will be collected in Germany. Ricoh's packaging material designs have been meeting RESY standards since 1993.



DSD (Green Point) Mark / Germany



The DSD mark certifies product packaging materials collected by DSD-designated companies for reuse and recycling. Ricoh has been awarded this mark for its cameras.

