



REDUCING ENVIRONMENTAL IMPACT WITH HP LASERJET PRINTERS



The HP LaserJet Carbon Offset Program

HP has launched another initiative in Australia and New Zealand to help customers reduce their environmental footprint. Customers who buy any HP LaserJet printer before 30 April 2008 can claim a bonus carbon offset, funded by HP at no cost to them, for the carbon emissions produced over the lifetime¹ of the HP LaserJet printer. HP is partnering with not-for-profit organisation, Climate Positive, to source carbon offsets which reduce global greenhouse gas emissions.

How the program will benefit HP customers

Many HP customers have made the choice to take the necessary steps to reduce the environmental impact of their operational activities and are now turning their attention to procurement processes and external suppliers.

By announcing this new initiative HP will further assist corporate customers to reach their sustainable procurement targets. This offer complements HP's existing environmental initiatives, including recycling programs that have been running since 1987 and a Design for Environment program which was launched in 1992, by allowing users of HP LaserJet printers to offset their energy consumption and reduce their environmental footprint.

HP's commitment to the environment is the reason many organisations choose HP hardware and services, to help them reduce their environmental impact and reduce their carbon emissions.

The opportunity to offset carbon emissions at no cost to the customer gives them confidence that they have made the right choice for the environment when purchasing a HP LaserJet printer.

About Climate Positive

Climate Positive is a not-for-profit organisation committed to real and long-term solutions to combat global warming. Established in 2006, Climate Positive partners with businesses and households to measure, reduce and offset carbon-dioxide emissions through independently verified renewable energy projects.

Climate Positive selects high-quality offsets which reduce the release of greenhouse gas emissions, the root causes of global warming. In addition, Climate Positive restores biodiverse forests to absorb additional carbon-dioxide and protect ecosystems from future climate change impacts.

How to claim

- 1 Purchase any HP LaserJet printer/s between 21 January and 30 April and have the option to offset the carbon emissions produced during the lifetime of the product/s at no cost.
- 2 Visit www.hp.com.au/co2 – Australian residents or www.hp.co.nz/co2 – New Zealand residents to download and print claim form.
- 3 Send completed claim form with proof of purchase to:
 - Australia – Locked Bag 7507, McMahons Point, North Sydney, NSW 2060
 - NZ – P.O. Box 37830, Parnell, Auckland, New Zealand
- 4 HP will process claims and purchase carbon credits on behalf of customers. HP is paying administration and management costs separately to ensure that 100 per cent of the carbon credit value goes towards Climate Positive's global warming programs.
- 5 Customers will receive a certificate in electronic format and hard copy. The certificate will include the printer serial number/s and will have its own serial number for traceability.
- 6 Final claims must be received by close of business 16 May 2008 AEST to be eligible for entrance into the promotion.

For more information about HP's Carbon Credit initiative

Visit

www.hp.com.au/co2

www.hp.co.nz/co2

Call

Australia 1800 004 700

New Zealand 0800 357 041

Email

hppromotions@chemistri.com.au

hppromotionsnz@chemistri.com.au

¹ CO₂ calculation is based on avg. energy consumption of printer (supplies & media excluded) as defined by the ENERGY STAR® Program Requirements for Imaging Equipment, Version 1.0 Typical Electricity Consumption (TEC) over 5yr lifetime





HP'S ENVIRONMENTAL HISTORY

HP has a long history of commitment to social and environmental programs. When HP's corporate objectives were adopted in 1957 the inclusion of Global Citizenship was an innovation at the time. Concern for the environment has been central to HP's corporate citizenship program since 1987 when the company launched the industry's first product recycling program for end users.

HP's commitment to sustainability is reflected by numerous company-wide programs designed to reduce the environmental impact of HP operations and products. These include product take back and recycling schemes, environmentally sound design and production processes and channel education.

HP Design for the Environment

HP launched its Design for Environment (DfE) program in 1992. DfE aims to reduce environmental impact by addressing every stage of the lifecycle of an HP product – from the design, manufacture, distribution and usage to reuse and recycling.

Design and Packaging

At the design stage, DfE guidelines recommend minimal material input, with the use of recycled material where possible, reduction of hazardous materials, design for easier recycling and reuse, and reduction of energy consumption. HP manages its energy impact by calculating greenhouse gas (GHG) emissions generated by our operations and use of electricity. Our goal is to reduce CO₂ emissions by 15 percent by 2010.

Manufacture and Distribution

HP aims for best practice environmental performance through pollution prevention, waste minimisation and energy conservation. The company has set a goal to reduce the combined energy consumption of its operations and products to 20 per cent below 2005 levels by 2010.

Usage and Energy Efficiency

HP designs products that use energy efficiently to help customers save money and reduce their impact on the environment. The Instant-on Technology built into HP LaserJet devices provides up to 50 per cent in energy savings over traditional fusing while providing a first page-out measured in seconds – up to four times faster than competitive products without this technology. Similarly, HP Instant-On Copy with LED-based technology requires four times less energy when idle and 1.4 times less energy when copying.²

Return and Recycling

When it comes to recycling, HP is an industry leader – 2007 is the 20th year of recycling programs at HP. In 2007 the company reached its goal of recycling 1 billion pounds³ of electronic equipment and printing supplies. Having met this goal six months early, HP has since announced it's new target to recover another billion pounds by the end of 2010.

In Australia, HP diverted more than 1.7 million kilograms of IT equipment from Australian landfill through its Asset Recovery Programme in 2006 alone.

To find out more visit

<http://www.hp.com/hpinfo/globalcitizenship/environment>

² Internal HP study. Source data exists to back claims.

³ 1 pound is equal to 0.45 kilograms

