Environmental FootPRINT

01 Introduction to Kyocera

100 offices worldwide

over 61,000 employees worldwide

A global enterprise

Ranked 460 in FT Global 500
Ranked 235 in the World by Industry Week
Repeatedly acknowledged in The World's Best Managed Companies list

Financials

End of 31st March 2007: US $11 Billion
Profit before Tax ratio: 10.5%
Share price at an all-time high

Kyocera's R&D focus can be divided into two broad categories – products whose primary aim is environmental protection, such as solar cells or heat exchangers, and products which offer an environmentally-gentle alternative to an established technology. Kyocera's Worldwide operations are extremely diverse, but all share the common thread of ceramics, our core technology. This diversification has been enormously beneficial in ensuring financial stability in an increasingly volatile global economy.

The company makes everything from costume jewellery and home karaoke machines to replacement hip joints and various types of components. In fact, 80% of the World's silicon chips are embedded on Kyocera silicon – so if it has Intel inside, there's likely to be Kyocera inside the Intel. And in Japan, Kyocera is a major player in the telecoms industry, supplying everything from handsets to exchanges.

The breadth of the businesses varies widely from country to country, however, and Kyocera's UK activities are limited to a semiconductor subsidiary, Kyocera AVX, and Kyocera Mita, which distributes Kyocera printers and copiers.

Kyocera Mita Corporation embodies Kyocera's desire to improve on the environmental impact of an established technology.

Fifteen years ago Kyocera introduced Ecosys, the first – and still the only – alternative to the traditional cartridge-based printer designed and originally patented by Canon. This approach sits firmly in the "Reduce" category of the "Three R's" mantra.

By designing a drum and developer which were durable enough to last the whole life of the printer, we removed the need to replace them every time the toner runs out. Of course we manufacture to ISO 14001 and comply with all relevant environmental standards, but the greatest benefit is derived from designing a totally different type of print engine. This not only delivers tangible benefits to the customer, it also provides a solid point of differentiation in an increasingly commoditised market. This makes it more sustainable in commercial terms a well as from the environmental perspective.

R&D spend is about £8M per month developing more efficient and reliable printers and multifunction copiers for general business use.