



## Companies on the Path to Zero Waste:



Xerox Corp.  
Rochester, NY

Since the early 1990s, Xerox's aim has been to produce waste free products in waste free factories to help their customers achieve their waste free office goals. Their waste free concept has guided the environmental management of Xerox and the development of sustainable product design principles. Over the last decade, the waste free concept has resulted in dramatic improvements in the environmental performance of Xerox factories and products.

Xerox has set three goals for their waste free products: efficient use of materials and energy, minimal use of hazardous substances, and low emissions and noise. A major achievement of Xerox's waste free product goals is the diversion of 163 million pounds of material from landfill in 1999. The energy efficiency features on Xerox products also enabled energy savings of 387 million-kilowatt hours that year.

Xerox has designed their products so that they can be returned to Xerox at the end of their useful lives. Returned equipment can be easily disassembled and remanufactured, and parts can be reused or recycled. Today, 90% of Xerox designed products are remanufacturable. In 1999, Xerox diverted 60 million pounds of parts from landfills through reuse, and 88 million pounds of parts were recycled. By designing waste free products, Xerox has reduced their raw materials use and positioned itself well for the growing number of product takeback regulations developing worldwide.

Xerox has also implemented an extensive supplies return program. Customers are able to return copy/print cartridges, toner containers, and waste toner. The reuse and recycling of these items diverted 15 million pounds of waste from landfills in 1999.

Xerox has designed their products to use less hazardous materials. Successive generations of Xerox machines have substituted polyester for nickel and new organic materials for arsenic and selenium. In addition, emissions from Xerox machines during use have decreased. Office and production equipment available to Xerox customers in 1999 emits 54% less dust and 70% less ozone than comparable 1990 products.

Xerox's emphasis on waste free product design has enabled a growing number of their products to comply with the requirements of some of the world's most stringent ecolabels. By year-end 1999, Xerox had 128 Energy Star compatible products, 112 products certified by Canada's Environmental Choice EcoLogo program and 14 copiers and printers that meet or are expected to meet Germany's Blue Angel ecolabel criteria.

Xerox factories have also benefited from the waste free approach. Along with ISO 14001 compliant environmental management systems, Xerox waste free factory goals have driven environmental performance improvements in the last decade. Goals include: 90% reduction in solid waste, 90% reduction in air emissions, 90% reduction in hazardous waste, incorporation of 25% post-consumer recycled materials in parts and packaging, energy usage within 10% of a facility's optimum level, and a 50% reduction in process wastewater discharge (all reductions are based on 1990 levels). Key 1999 results include a worldwide non-hazardous solid waste recycling rate of 87%, a 6% reduction in the generation of solid waste per hour worked and beneficial management (recycling, treatment or fuels blending) of 94% of hazardous waste. Xerox estimates that their reduce, reuse and recycle initiatives resulted in a cost savings of \$47 million in 1999.

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