

# KYOCERA'S NEW PRODUCT NAMING CONVENTION

Submitted by: Kyocera Document Solutions (UK) Ltd

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In January 2014, KYOCERA Document Solutions UK Ltd introduced a new product naming convention designed to enable simple recognition of product functionality and type, from simply reading the model name and number.

Steve Mitchell, Group Product Marketing Manager, KYOCERA Document Solutions said: "The ECOSYS brand will appear in front of our printers and MFPs, highlighting our heritage in sustainable printing and the famously low environmental impact and low cost of ownership of our award-winning ECOSYS technology which is still unique after over twenty years."

The 'toner only' concept of the ECOSYS range improves reliability and dramatically reduces the overall printing expense by reducing direct and indirect costs generated through the lifetime of each device. In the latest devices waste is significantly lowered and TEC values have been reduced by up to 40%.

The ECOSYS name stands for: ECOlogy, ECONomy and SYStem printing. With their long-life components ECOSYS devices are designed to maximise durability and to minimise the total cost of ownership. These new products embody the principles of award-winning ECOSYS technology, offering the customer low running costs whilst reducing the impact on the environment thanks to their adherence to the very latest Blue Angel and Energy Star standards.

A key element of KYOCERA's ECOSYS product development is Life Cycle Assessment (LCA), the method of quantifying the environmental load of products by analysing negative environmental impact imposed by resources consumption and discharge over the products' entire life cycle (raw material extraction raw material production product production logistics use disposal). LCA enables evaluation of the negative environmental impact of a product in each life cycle stage or during the entire life cycle.

The Ticketyboo Consultancy specialises in eco design and environmental consultancy. Director and sustainable design consultant Mark Shayler believes that better products are developed with lifecycle thinking: "I've been running tear-down workshops for 20 years and have taken apart hundreds of printers from most of the main brands. In a recent tear down I took apart a KYOCERA device. The build quality was excellent and this will undoubtedly increase the longevity of the unit. The machine has been built for long life and as an added benefit the moving parts from the toner cartridges are built into the body of the machine. This is genius. It means that when you change the toner you aren't throwing away a load of gubbins. Over the lifetime of the product this saves a lot of resources and a lot of embedded carbon. When tearing down the machine I was struck by the simplicity of assembly. All screws were standard cross heads and most panels were clipped on. The in-mould labelled arrows on the panels showed where to pop them off from and all materials were clearly labelled."

About KYOCERA Document Solutions

KYOCERA Document Solutions is one of the world's leading office document solutions companies. Its product

range includes ECOSYS printers, reliable TASKalfa and Smart MFP multifunctional devices and is complemented by supplies, software and services. KYOCERA Document Solutions provides innovative products, built on a foundation of long-life components, allowing it to offer low total cost of ownership and high efficiency in any workplace.

For more details please visit [www.kyoceradocumentsolutions.co.uk](http://www.kyoceradocumentsolutions.co.uk) or contact:

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