

Casio Super Green Star Products

Casio's Green Star Products offer even greater environmental performance than Casio's conventional products.

Green Star Product concept | Casio Green Star Products | Sales Ratio Achievement for Casio Green Star Products

Green Star Product concept

In order to minimize the environmental impact of its products, Casio is promoting the development of environmentally friendly products in every aspect of planning and design.

In 1993, Casio began product assessment in order to systematize and promote its development of eco products. New products had to undergo a preliminary assessment for their environmental impact and meet certain criteria in order to be certified as Casio Green Products. Prior to fiscal 2009, Casio worked towards an initial Green Product sales target of 80% of total sales, and in that year the company achieved 84%. Now the company promotes to continue target of 80%.

Having achieved its target, since fiscal 2010, Casio has been promoting particularly outstanding Casio Green Products which create new trends that help to build a sustainable society as Casio Green Star Products, using even more stringent and specific assessments. Then, in fiscal 2017, Casio established and began implementing the system for Casio Super Green Star Products. These products are positioned at the highest level, with even better environmental performance.

Casio Green Star Products



See the product lineups that were certified as Casio Green Star Products by fiscal 2016 (photos show product examples).

This mark shows that a product was developed based on the Green Star concept.

Calculator JS-20WK-N



Environmental Features

- Solar battery powered
- Contains at least 40% recycled plastic (gross weight ratio of plastic)

Electronic dictionary XD-Y6500



Environmental Features

- Transport efficiency increased by 105% by reduced packaging (compared to Casio's XD-SP6600)

Scientific Calculator FX-JP900



Environmental Features

- Solar battery powered
- Transport efficiency increased by 34% by reduced packaging (compared to Casio's FX-375ES)

Label printer KL-V460



Environmental Features

- Energy consumption during use reduced by 28% (compared to Casio's KL-V450)

Digital camera EX-AR3100



Environmental Features

- Transport efficiency increased by 114% by reduced packaging (compared to Casio's EX-Z1200)

Data projector XV-V1



Environmental Features

- We do not use a mercury light source
- Weight reduced by 28%
(compared to Casio's XJ-M141)

Electronic musical instrument GP-500



Environmental Features

- Energy consumption during use reduced by 24%
(compared to Casio's AP-500)

Watch EQB-600D/SHB-100D



Environmental Features

- Solar battery powered

Page printer



Environmental Features

- Energy consumption during use reduced by 67%
(TEC value compared to Casio's N-6100)

Handheld terminal



Environmental Features

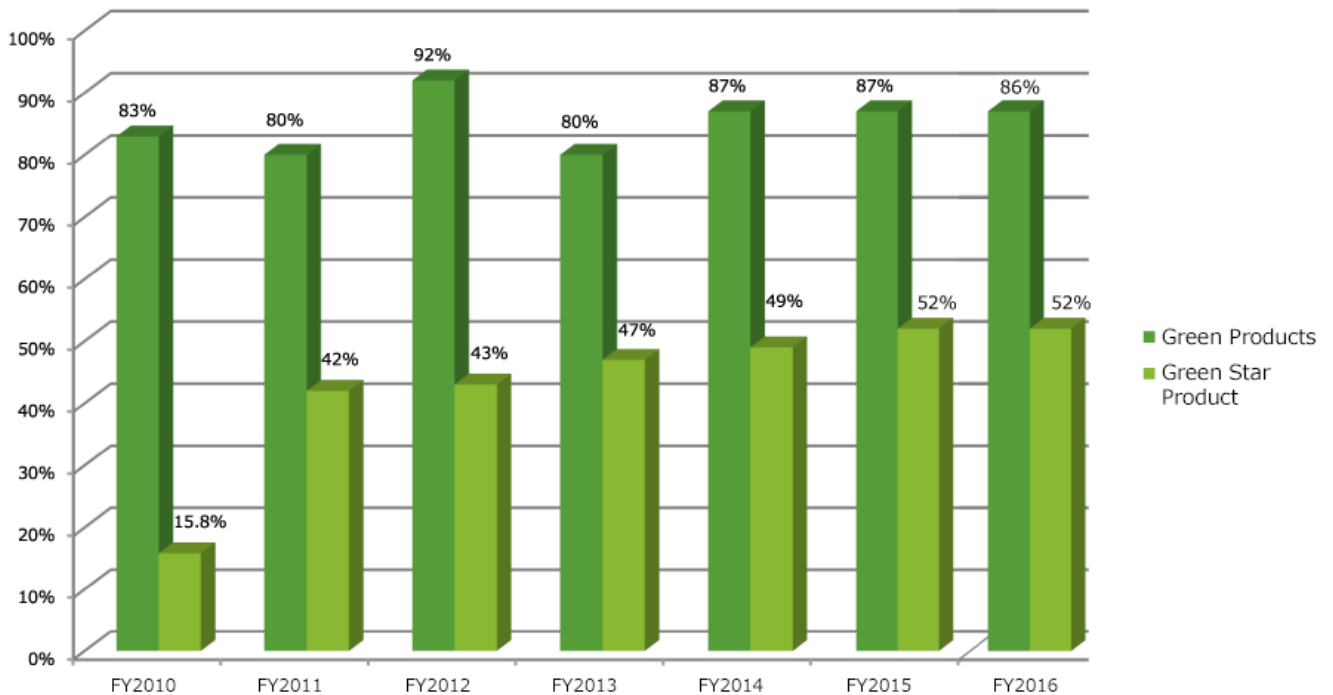
- Weight reduced by 18%
(compared to Casio's DT-930)

Sales Ratio Achievement for Casio Green Star Products

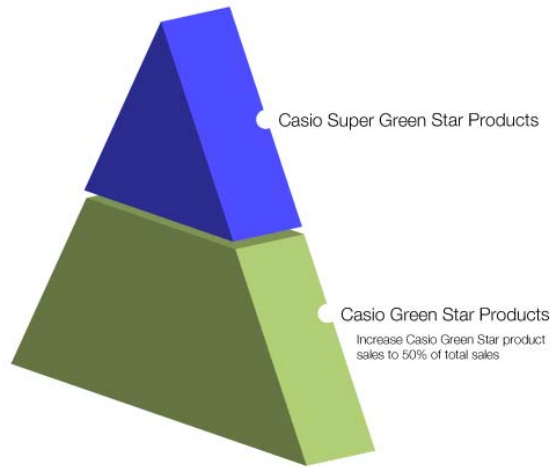
In fiscal 2010, Casio set a target of a 30% sales ratio of Casio Green Star Products to be achieved by fiscal 2013. The result in fiscal 2011 was 42%, hitting the target two years ahead of schedule.

In fiscal 2012, a new target was set to reach a sales ratio of 50% for Casio Green Star Products. The target was achieved in fiscal 2015 with a ratio of 52%. The target ratio was kept at 50% for fiscal 2016, and Casio started to work toward a new target for fiscal 2017.

Casio Green Products and Casio Green Star Products



Assessment categories of Casio Green Star Products and Casio Super Green Star Products



Assesment criteria for products

Product environmental assessment
1.Promotes recycling
2.Designed for recycling
3.Components of products can be separated,disassembled
4.Improved recycling
5.Improved energy efficiency
6.Regulated use of chemical substances
7.Recyclability of batteries
8.Recycling label on batteries
9.Regulatory compliance
10.Components of packaging can be separated, disassembled
11.Regulated use of packaging materials
12.Preserves the natural environment

*80 points or more, out of a total 100 points possible

Assessment criteria for Casio Green Star Product
1.Improved energy efficiency G
2. Effective utilization of resources G
3.Contains no specific hazardous chemical substances
4.LCA environmental assessment G
5.Special criterion G

*Fulfill one of the above criteria

Assessment criteria for Casio Super Green Star Product
1.Improved energy efficiency S
2. Effective utilization of resources S
3.LCA environmental assessment S
4.Special criterion S

*Fulfill one of the above criteria