



## Patricia Calkins, Xerox on Green

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Using less paper? Tightening environmental policies? Buying Green? We thought you might be interested in these new statistics about how business is responding to environmental concerns.

More than half (58 percent) large and mid-size companies are trying to reduce printer-related waste according to a survey released today. In fact, three in four respondents agreed that "wasteful or unnecessary printing is a serious business issue." The findings come from a survey of 600 decision makers representing a wide range of U.S. companies. It was conducted earlier this year by [Hansa | GCR](#), a leading research and analysis company, and sponsored by 10 companies, including Xerox.

Being smarter about paper use is a win for the environment and for the bottom line so it is no surprise businesses would zero in on improving their performance in that area, according to Patricia Calkins, Xerox vice president for Environment, Health and Safety. It's been a concern with Xerox, too, and the company not only holds its paper suppliers to tough standards on how they manage forests and make paper, but the company also innovates to help customers minimize impact on the environment while meeting business needs.

The [Green TECHpulse™ '08](#) survey also took a comprehensive look at environmental practices, examining the impact of Green on investment plans as well as corporate behavior. In addition to their desire to reduce printing, the survey respondents want to buy Green and are weighing social responsibility - along with costs -- in their actions and decisions.

Among the survey's findings:

- \* Nearly two thirds (64%) are that being perceived as Green is good for business and their image. And 52% believe that their supply chain's environmental impact is part of their own impact.
- \* Nearly half (49%) said their organization has made minimizing environmental impact a formal priority and have set specific performance goals.
- \* The No. 1 and No. 2 investment priorities for improving the Environmental profile of IT operations are greener printers/multifunction devices/office equipment and data centers/server rooms.

If you'd like more details on the survey and its implications or want to know about Greener printing options, we'd be happy to help. Long an evangelist for Greener operations, Xerox believes that environmental sustainability isn't a cost of doing business but a way of doing business that benefits shareholders, customers, employees and the world in which we work and live.