

SUCCESS STORY

Customer: European Climate Foundation
Country: The Netherlands
Industry: Renewables and Environment

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EUROPEAN CLIMATE FOUNDATION CHOOSES ECO-MFP

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“Sustainability is our mission, which we're also achieving in our printing behaviour now.”

– Gabriela Terán Malo
Event & Office Manager

Practise what you preach

In his speech at the opening of the new office in The Hague, CEO Johannes Meyer didn't forget to mention the company's new green printer. After all, the ground-breaking Eco-MFP fits seamlessly in the modern green office, thanks to the tangible contribution it makes in the battle to mitigate climate change. Completely in line with ECF's mission and core values. “Practise what you preach,” explained Gabriela Terán Malo. “One of the ways we do this is in our car policy. But we didn't know that there are systems that can reduce paper consumption by eighty percent and therefore support environmentally printing behaviour. We were looking forward to this printer innovation even before the relocation; some of us with a healthy portion of scepticism: a promising and pleasantly surprising green technology, but does it actually work?”

It was to be the very first installation in the Netherlands, which meant there was very little practical experience. However, the presentation was convincing. I then enquired about a few ecological matters which were crucial for us, such as the toner. The response I received from Toshiba in Japan was good and on the ball. We're now six months of practical experience further, which means time for an evaluation.”

Everyone can choose, but more and more are choosing green

And? How are the users reacting to, for example, the fact that the Eco-MFP prints in blue? “That's not a problem at all. Various colleagues, including myself, actually prefer blue: it's less of an assault on the eyes. The contrast is fine; better even. OK, if they have to print in colour, which is what they used to have a habit of doing, even for e-mails, they have to go to a different system. They still have the choice. But you can see that they're becoming increasingly aware of the environmental advantages of the Eco-MFP and that they're choosing this system more often.”

Increasing awareness & saving costs

“You could already see it happening in practice, but the evaluation has now confirmed that there is indeed a shift from colour prints to monochrome. We print many reports and e-mails for internal use, which disappear into the waste bin or paper shredder after being read once. This is making us increasingly aware - a process that the new Eco-MFP is catalysing. You can already see the results of this increased awareness in printing behaviour from all the paper that we're reusing – up to as much as eight times. Now we're really making a difference.”



Not only for the environment: it also makes a huge difference in terms of costs. After all, a colour print is many times more expensive than a monochrome print. Not only are we saving the environment, we are also saving paper and printing costs. It doesn't get much more sustainable than this.”

Eye-catching office centrepiece

The staff at the ECF are reminded of the importance of environmentally friendly printing throughout the day, because the Eco-MFP is an eye-catching centrepiece in the department, screened off on one side by a low wall that is covered with a bright green climbing plant. It's a very welcome addition: it is quieter than the old system and looks pretty neat, with its green accents. What's more, it's so easy for everyone to submit prints for recycling. Is that working to your satisfaction? Gabriela Terán Malo: "Yes, great. Creased or marked paper is placed in a separate tray during the recycling process, so you don't need to worry about malfunctions in the paper feed. We've had no problems like that. I've honestly heard nothing but positive feedback from my colleagues. The system is reliable, does what you ask and is fast. It also saves costs and helps in the fight against climate change. What more could you want?"



e-STUDIO306LP



e-STUDIO RD30

SOLUTION

The successful installation of the Eco-MFP at a leading customer which has sustainability as a mission gives Toshiba TEC Netherlands the conviction that they are on the right - green - path. There are undoubtedly many companies in the Netherlands, both public and private, which want to or have to achieve these sustainability objectives and the Eco-MFP can make a demonstrable contribution on achieving these goals. The European Climate Foundation's head office in The Hague is a satisfied customer. News of the 'green MFP' has already spread to the other ECF offices in Europe, which are anxiously awaiting the evaluation from The Hague.

The official name for the Eco-MFP is the multifunctional e-STUDIO306LP printer, combined with the STUDIO RD30 thermal paper recycling system. The printer uses revolutionary erasable blue toner, which means that the recycling system can turn printer output into blank and reusable paper. Print-outs can be recycled an average of five times, making it possible to reduce paper consumption by 80%.

All Toshiba printing systems are fully CO₂ neutral. This applies to the Eco-MFP too, which contributes its own unique environmental advantages.

The e-STUDIO306LP is twice as green, but also a fully-fledged multifunctional printer with full functionality. Its sophisticated technology is based on Toshiba's e-BRIDGE controller, meaning that the system link up seamlessly with office applications and work processes. The intuitive LCD touchscreen display provides access to all the features.

ABOUT ECF

The European Climate Foundation was set up in 2008 as a philanthropical initiative to promote climate and energy policies that greatly reduce Europe's greenhouse gas emissions.

The ECF is Europe's largest funder of initiatives aimed at updating national and European climate policies. The ECF also wants Europe to play a stronger international role in the mitigation of climate change. According to the ECF, sustainable European policy comprises four components: a significant increase in energy efficiency, a successful transition to renewable energy sources, maintenance of the ecological systems and an equitable distribution of energy, in order to guarantee energy for everyone.

The ECF aims reduce greenhouse gas (GHG) emissions in Europe by 30% in 2020 and by at least 80% in 2050, so that the provision of CO₂-free, sustainable energy can be achieved by 2050. The ECF focuses specifically on European politics and the European business community.



About Toshiba Tec

Toshiba Tec Germany Imaging Systems GmbH is part of the globally operating Toshiba Tec Corporation, active in various high-tech industrial sectors.

Toshiba Tec Corporation is a leading provider of information technology, operating across multiple industries - ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organisations transform the way they create, record, share, manage and display information.

For more information please contact us:

Toshiba Tec Germany Imaging Systems GmbH

Carl-Schurz-Str. 7
41460 Neuss
Germany

Telephone

+49 2131-1245-0

Website

www.toshibatec.eu



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