

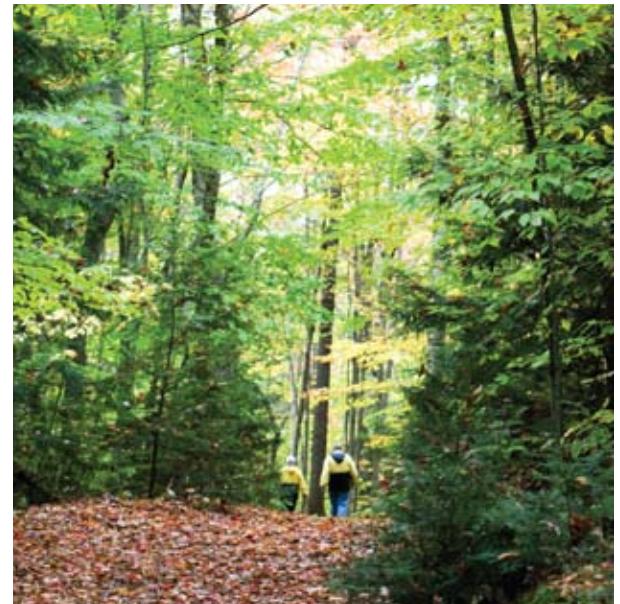


HP and the environment
A commitment to responsible action



“Hewlett-Packard is committed to conducting its business in a manner that delivers leading Environmental, Health and Safety performance.”

Mark Hurd, CEO and President, HP



HP is recognized worldwide for its commitment to technological innovation. From its very beginning, the company has maintained an equally strong focus on its social and environmental responsibility.

While expanding globally, HP has been increasingly mindful of its impact on local communities—striving always to add value to the neighborhoods and societies where we work and live. HP’s deeply ingrained culture of “Environmental Commitment” has produced scores of firsts and key milestones.

A lasting legacy of environmental awareness

Global Citizenship first became an official corporate objective in the 1950s—a key element being our social and environmental responsibilities.

During the 1980s, HP was the first company to implement an electronics recycling program. In the 1990s, HP was the first company to be governed by a Design for Environment program, which lowered the “high energy state” of desktop printers. The total energy and emissions saved since would take a million cars off the road for one year.

In 2002, HP issued the first supplier code of conduct to address issues such as the environment, as well as social and labor conditions across the supply chain. And by 2006, HP had beaten its timeframe for recycling a billion pounds of electronic equipment and has now set its sights on another billion pounds by 2010.

The environmental advantage of HP Indigo

HP Indigo is the leading worldwide provider of production digital printing presses and technology. By its very nature, digital printing represents a clear counterpoint to conventional offset printing—one that has significant environmental effects.

HP Indigo solutions enable owners and operators to expand the world of print with advanced new tools for marketing and communications. At the same time, HP Indigo customers are also playing their part as stewards of the environment. Here’s how:

“Just-in-time” printing: Increase efficiency while reducing waste.

A central advantage of digital printing is its ability for providing on-demand, “just-in-time” print services. Printers using HP Indigo digital presses produce only what the customer needs, when they need it, and in the precise quantity required. Conventional printing often produces far more pieces than required, with the remainders typically thrown out.

Personalization and VDP: Generate more leads with fewer pieces.

With variable data printing (VDP) capabilities, HP Indigo digital presses give you the power to personalize each direct mailer or collateral piece with relevant messages and images for the individual recipient. By creating higher impact among its target audience, each and every piece truly counts.

Personalization also lets you print fewer pieces—while yielding higher returns. In fact, personalized direct marketing campaigns have shown to boost response rates to upwards of 7% and 12%, and often more—compared to the oft-cited “norm” for static, non-personalized mailers of 1% or 2%.



Affordable short-run printing: Deliver offset quality for any quantity.

HP Indigo digital printing solutions deliver affordable short-run capabilities with the quality of offset. As another economic benefit, HP Indigo printing significantly reduces emissions, storage and waste associated with overruns in conventional printing. In fact, literature obsolescence arising from traditional printing has been estimated by InfoTrends at up to 25% of the total run.

HP Indigo: Generations of eco-centric innovation

With its very first digital press, launched in 1993, HP Indigo presses included a system that captures evaporated imaging oil and condenses it into a liquid, thus contributing to responsible waste disposal.



HP was the first company to introduce a hardware recycling program.

In 2004, the HP Indigo press 5000 introduced a method for separating condensed oil from water, which simplified waste handling. The HP Indigo press 5500, introduced in 2007, added an innovative on-press oil recycling system that reduces imaging oil consumption and waste by roughly 50%.

HP Indigo places a high importance on the environmental impact of its press supplies. For example:

- HP has developed a technology that reduces the energy required for manufacturing HP ElectroInk by 40%.
- HP ElectroInk uses a thinner ink layer to reach the same color saturation as dry toner printing.
- Each month, about 40 tons of paper printed with HP ElectroInk 4.0 at HP Indigo manufacturing and R&D sites in Israel are sent to recycling.

In addition to earning international environmental awards, HP ElectroInk complies with key standards designed to reduce hazardous air pollutants as well as contaminants that affect the earth's ozone. In fact, what HP ElectroInk does NOT have is equally important to the environment. For example, it contains:

- NO hazardous air pollutants (HAPs)
- NO particulate matter emissions
- NO materials requiring California Proposition 65 warnings

Working with its media partners, HP Indigo continually expands the selection of recycled and environmentally responsible substrates that can be used with HP Indigo presses.



Many HP Indigo Certified Papers meet some of the most demanding industry environmental standards, such as Chain of Custody, Forest Stewardship Council, Sustainable Forestry Initiative, Programme for the Endorsement of Forest Certification, products made with neutral carbon emissions and Recycled Papers.

Reduce. Reuse. Recycle.

HP Indigo's environmental guidelines encompass many practical suggestions for saving valuable resources:

- Reduce emissions and waste common to offset printing by moving short-run jobs to HP Indigo digital printing.
- Use press supplies with the highest efficiency, as outlined in HP Indigo "Best Practice" guidelines.
- Adopt sustainable business practices by using recycled papers and substrates.
- Ensure proper, responsible waste disposal, as suggested by HP Indigo.
- Recycle printed paper for responsible fiber conservation.

The environmental impact on the bottom line

In addition to its technology, HP offers its customers valuable tips for reducing the costs of printing. For example:

- Reduce paper consumption by setting the press and office printer configurations to duplex printing.
- HP Indigo presses feature a built-in standby mode that saves energy, as does shutting down the presses at nights and on weekends.
- HP Indigo trade-in opportunities typically offer newer, more energy efficient presses.
- Printing enviro-audits reveal valuable information about usage levels for energy, paper and supplies.
- Educate customers about the benefits of on-demand and short run orders in reducing paper waste.

Printed on Mohawk Fine Paper Via
Satin itone Bright White 100# Cover

Proudly Printed on Green Seal
Certified Paper



Learn more about HP's "Environmental Commitment." Visit
<http://www.hp.com/hpinfo/globalcitizenship/environment>.

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