



## **“GREEN” MOVEMENT REACHES THE WORKPLACE**

### **Lexmark research tracks rise of environmental awareness at work**

As European Green Week starts today, Lexmark releases the results of a European survey conducted by Ipsos among 2,837 office workers across Europe about attitudes to printer wastage and the environment in the workplace. The research identifies that UK workers are aware of paper wastage in their company, however they do not feel responsible. The majority understands the financial and environmental impact and have already started to reduce their personal paper wastage.

While 696 billion printed pages\* are wasted annually across Europe, Lexmark's study reveals that 73% of UK office workers claim they are taking action to reduce wastage levels, and only 6% still believe printer wastage has no environmental or financial consequences.

58% of UK office workers also say that in their office a lot of paper is printed for nothing, however only 26% admit they have a part to play in this wastage. The study shows that only 21% of UK office workers do not know how to reduce wastage levels through even simple action.

#### **The Usual Suspects**

The study reveals the profile of the typical UK office paper waster:

- **1. Female** – 28% of women admit to printing a lot of paper for nothing, compared to just 24% of men.
- **2. Young** - Office workers aged 18-34 print out a massive 53 pages per day, compared to the European average of just 34, while those aged 50+ print just 32 pages.

#### **Who's the Greenest?**

Italy takes the lead in Europe as 85% of office workers in Italy claim to be environmentally aware. Surprisingly for a country which has a reputation as a leader in environmental policy, Sweden is a follower as far as reduction of paper wastage is

concerned: only 70% of Swedish office workers declare they are currently taking action to reduce wastage.

### **Time for Action**

Although 93% of UK office workers are aware of the consequences of paper wastage, there is a gap between awareness of the problem and taking action to solve it. The average UK office worker still prints 38 pages per day of which 29% go to waste, despite their awareness of the huge environmental and financial impact:

- This waste costs European businesses at least €1.4 billion\*\*
- In environmental terms, this waste is the equivalent of approximately 10 billion KWH spent and more than 655,000 tons of CO2 generated for nothing \*\*\*.

Lexmark is committed to helping businesses become greener and reduce their printing costs through a wide range of high-performance, eco-friendly and optimised output solutions. As an industry forerunner in conscientious corporate practices, Lexmark makes a large investment in successful landmark environmental programmes. Those encompass designing printing solutions that better serve both its customers and the environment through the reduction of paper, ink, toner, and energy consumption, conserving energy and minimising waste in all business operations, and keeping end-of-life products out of the landfill.

“It’s positive to see that office workers are increasingly aware of the environmental consequences of printer wastage, but as our research shows there is still work to be done to educate people on how they can print more efficiently and reduce their impact on the environment,” says Bob Curtin, Supplies Director, Lexmark UK.

“Lexmark is dedicated to creating solutions that help businesses reduce and manage print wastage, improving their bottom line. Beyond that, Lexmark is committed to contribute actively to customer education on this critical topic.”

**- Ends-**

Research conducted by Ipsos between February 20<sup>th</sup> and March 7<sup>th</sup> 2006

Number of interviews: 2,837 employees in France, Germany, United Kingdom, Spain, Italy and Sweden.

Interview method: telephone.

**Notes to editors:**

\* Source: Cap V

\*\* Based on an average cost of a monochrome printed page – 1 euro cent

\*\*\* Source: July 2005 Eurostat figures for the French Observatoire de l'Energie.

Calculation is based on the average consumer price of domestic electricity usage at 139.5 euros (taxes included)/MWH and on CO2 conversion available at [www.EDF.com](http://www.EDF.com)

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**About Lexmark**

Lexmark International, Inc. makes it easier for businesses and consumers to move information between the digital and paper worlds. Since its inception in 1991, Lexmark has become a leading developer, manufacturer and supplier of printing and imaging solutions for customers in more than 150 countries.

Lexmark reported approximately \$5.2 billion in revenue in 2005, and can be found on the Internet at [www.lexmark.com](http://www.lexmark.com)