



Picture taken from Epson campaign produced by National Geographic CreativeWorks.  
Photograph by Euan Myles

## Conserving heat to minimise our impact

Epson, has continued its efforts for the second successive year to increase awareness of global warming with a new campaign focusing on the issue of Arctic greening and how businesses and consumers can take more action to reduce their environmental impact. The campaign builds on Epson's campaign produced by National Geographic CreativeWorks. Last year's campaign won a Webby Award as the People's Voice Winner in the category of social media content dedicated to sustainability, climate and environmental issues.

In this year's campaign, National Geographic Explorer and ecologist Dr Isla Myers-Smith details her research on how rising temperatures and warming seasons are leading to a phenomenon called 'the greening of the Arctic'.

With the campaign, Epson hopes to encourage businesses and consumers to make technology choices that can help reduce their carbon footprint. Epson believes it is just one of the many ways in which consumers and businesses can make a difference.

Head to Epson's Heat-Free Technology hub here to find out more:  
[www.epson.eu/heat-free](http://www.epson.eu/heat-free)

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Business inkjet Heat-Free Technology

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# Shaping the future of printing with Heat-Free Technology

Epson inkjet printers use less power, saving energy



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# Switch to Heat-Free Technology for low power consumption

The earth is facing numerous environmental challenges. The answer to these challenges lies in every person and every company thinking about changing behaviour. And we can all play our part.

At Epson, we're focusing on the changing the way we consume energy. Switching to Heat-Free Technology, which uses no heat in the ink ejection process, delivers lower power consumption. Starting one page at a time, every time we all print, we can change the story together.

So when you're making your next printing choice, think about switching to Heat-Free Technology. Turn technology to your advantage.

Greenhouse gases are turning up the heat

Climate change is mainly driven by human-caused greenhouse gas emissions<sup>1</sup> — like CO<sub>2</sub>

31% of emissions come from electricity and heat.<sup>2</sup>

Growing fossil fuel-based electricity use contributes to increased CO<sub>2</sub> emissions

Global energy consumption by plug-in appliances continues to rise.<sup>3</sup>

More efficient design can cut the energy consumption of major appliances in half.<sup>4</sup>

# The benefits of Heat-Free Technology



## Save time with consistent high-speed printing

Heat-Free Technology requires no heat to warm up when it is switched on or awoken from sleep. This means printing starts immediately.



## Less power consumption saves energy and money

Heat-Free Technology uses less power because it does not use heat to warm up. As inkjets have no fuse unit to heat, this results in significantly less energy consumption.



## Fewer replacement parts, lower environmental impact

Laser printers typically have more consumables and require periodic replacement of the drum, transfer belt and fuse in many cases. Thanks to Heat-Free Technology, our inkjet printers use fewer parts that need replacing.

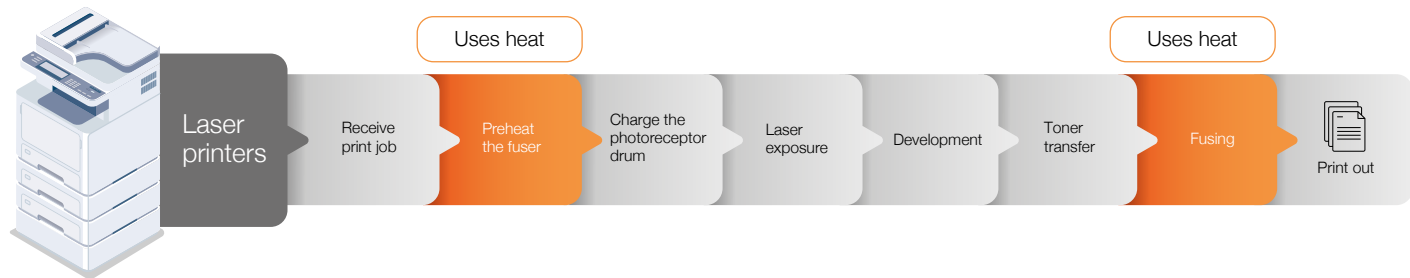


## Less intervention increases productivity

The Heat-Free structure of Epson inkjet printers means that there are fewer parts that can fail, which reduces the amount of intervention required.

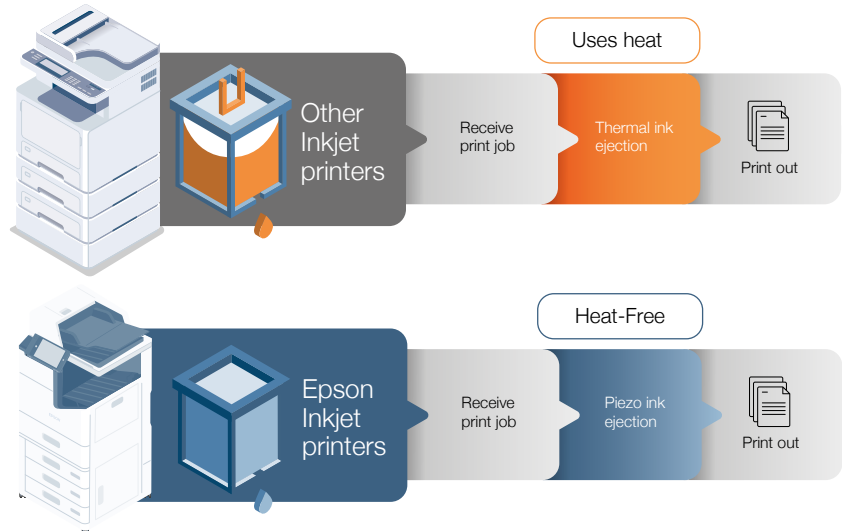
## Laser printing process

Typically this is a complex process involving separate stages. It requires preheating the fuser, and again uses heat to fuse the toner to the paper.



## Inkjet printing process

This method is comprised of only three stages to achieve a printout.



1. [www.ec.europa.eu/clima/climate-change/causes-climate-change\\_en](http://www.ec.europa.eu/clima/climate-change/causes-climate-change_en)  
2. [www.c2es.org/content/international-emissions](http://www.c2es.org/content/international-emissions)  
3. [www.iea.org/reports/appliances-and-equipment](http://www.iea.org/reports/appliances-and-equipment)  
4. [www.iea.org/articles/a-call-to-action-on-efficient-and-smart-appliances](http://www.iea.org/articles/a-call-to-action-on-efficient-and-smart-appliances)