

Xerox Corporation

Background

Headquartered in the US and employing 87,000 worldwide, Xerox has revenues of \$US17 billion and net income of \$1.2 billion. Its products and services are designed to help customers master the flow of information from paper to electronic form and back again. The Xerox customer is anyone who uses documents – large and small companies, public agencies and universities and businesses run from home. Some of its off-shore operations are not wholly-owned. Xerox serves a highly competitive global market of about \$US200 billion growing at 10% per year.

Xerox is the first major US corporation to regain market share after losing it to Japanese competitors.

Xerox's strategy features quality improvement, the transition to digital technology and exploiting the use of colour.

Environmental Issues

Xerox's principal environmental issues involve the life cycle of its products, especially reducing the use of material in production and the consumption of energy during product use. Emissions from operations are also an issue for Xerox.

Being a US-based multinational, Xerox must also be sensitive to North-South equity issues.

Voluntary and Non-Regulatory Initiatives (VNRI)

Xerox employs a range of generic and in-house initiatives to address its environmental issues. Economics plays an important role since much of its environmental work focuses on waste reduction.

ISO 14001

Xerox goes beyond compliance with environmental regulations partly in an effort to distinguish itself and its products from its competitors and partly in order to reap the economic rewards of reduced waste. To achieve its goal of waste-free products in waste-free factories, Xerox is registering its environmental management systems under ISO 14001 at all of its manufacturing operations. The British Standards Institute will undertake third-party audits twice yearly at all plants.

Design for Environment

To enhance productivity, most copiers, printers and multifunction devices are now designed to be remanufactured at the end of their initial life cycles. Xerox uses only recyclable and recycled thermoplastics and metals. The company has adopted snap-together designs to facilitate assembly and disassembly, for the cleaning, testing and reuse of parts. The replaceable toner and copy cartridges on certain Xerox copiers can be returned by customers free of charge to be reused, remanufactured or recycled.

Eco-Labeling