

Supporting Sustainability through Innovation: The Xerox Story on Paper

As the world's largest distributor of cut-sheet paper, Xerox Corporation respects its responsibility to foster sustainable development by using paper wisely and protecting forest resources. Since its early days, Xerox has helped customers conserve paper, and more recently it has worked with partners and suppliers to promote environmentally sound practices.

- 1964** – Xerox establishes the Media and Compatibles Technology Center in Webster, N.Y. The research lab's mission is to ensure that papers Xerox sells are optimized for use in Xerox products, preventing waste and product downtime.
- 1969** – Xerox introduces the 7000 duplicator, the first product that is able to make two-sided copies, a paper-conserving measure. Copying on the second side required the paper to be manually reinserted.
- 1970** -- Xerox introduces the 4000, the first in its second generation of copiers and duplicators. It is the first to provide automatic two-sided copying.
- 1973** – Xerox introduces a recycled grade of cut-sheet xerographic paper called Cyclex.
- 1988** -- Xerox announces recycled thermal fax paper with minimum waste-paper content of 50 percent, including 10 percent post-consumer waste.
- 1990** – Xerox introduces the DocuTech Production Publisher, a digital publishing system that creates the print-on-demand industry. Print on demand changed printing by making short runs economical so that organizations didn't have to stockpile large quantities of forms, booklets and other easily outdated documents. With digital, "just in time" printing eliminates the waste of excessive inventory.
- 1996** – Xerox works with Olympic Committee and other partners to carry out major recycling program at Atlanta summer games, develops "A Guide to Waste Reduction and Recycling at Special Events."
- 1997** – Xerox introduces DocuShare, its first software for posting, sharing and managing collections of information across corporate intranets. DocuShare is the first of a series of software and workflow tools that help people manage, share, and store electronic documents, reducing the need for hard-copy documents.

- 1999** – Xerox introduces FlowPort, the first scan-to e-mail software. It bridges the paper and digital worlds by enabling users to capture and integrate paper-based documents into an organization’s digital workflow, where content can be electronically accessed, retrieved and distributed.
- 2000** -- Xerox notifies partners that beginning in 2003 all companies providing Xerox with paper for resale will have to meet new environmental standards to do business with Xerox. Aimed at protecting the health and integrity of forest ecosystems, conserving biological diversity and soil and water resources, safeguarding forest areas of significant ecological or cultural importance, and ensuring sustainable yield, the requirements cover all aspects of papermaking, from forest management to production of finished goods.
- 2003** – Xerox paper sourcing requirements are phased in, affecting more than 30 paper suppliers around the world. Requirements cover responsible environmental management of mills; sustainable forest management and sourcing of wood raw materials; chemicals/materials use; packaging; and compliance with environment, health and safety regulations. Under the requirements, for example, vendors are asked to supply independent third-party certification that wood raw materials supplied to their mills come from sustainably-managed lands.
- 2006** --Xerox makes a \$1 million investment in a three-year partnership with The Nature Conservancy, one of the world’s most respected conservation organizations. Its goal: to develop science-based tools and systems that will help the paper industry better manage ecologically important forest land. The funding focuses on the Canadian Boreal Forest as well as forests in the southern United States, Indonesia and Brazil's Atlantic Forest.
- 2006** – Xerox announces its research laboratories have created an experimental printing technology that produces prints whose images last only a day, so that the paper can be used again and again. The technology is known as self-erasable paper and is still in a preliminary state. It blurs the line between paper documents and digital displays and could ultimately lead to a significant reduction in paper use.
- 2007** – Xerox introduces Xerox High Yield Business Paper™ – the industry’s first mechanical fiber paper optimized for digital printing. Made by grinding wood into pulp, the process uses half as many trees as the standard chemical pulping process, reduces the chemicals and water consumed, and is produced in a plant using hydroelectricity to partially power the pulping process, resulting in reduced fossil fuel use and up to 75 percent reduction in greenhouse gas emissions.