

## **New seal of approval shows Seiko's responsibility for the environment**

**Neu-Isenburg, September 21st 2009**, Headquartered in Torrance, California, the Business & Home/Office Product Division of Seiko Instruments USA Inc. focuses on providing innovative products that solve problems not adequately addressed by standard computer peripherals. Each product incorporates easy-to-use, sophisticated software and award-winning industrial designs. Seiko Instruments is one of the leading manufacturers of thermal printers worldwide and with its Smart Labels for the Smart Label Printer, it represents the biggest portfolio of thermal labels, which now even have the FSC-seal.

With the FSC-seal Seiko Instruments is one of the first and only label manufacturers worldwide, who participate in this system and support the ideas of FSC. Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.

To receive the FSC-certification and to offer their customers FSC certified paper/labels, Seiko Instruments had to guarantee, that they are able anytime to proof the chain of production for the labels with the FSC logo – from the forestry via the paper manufacturer and reseller to the customer, who orders the labels.

„All our permanent sticky labels in our portfolio have the FSC-seal. We also have different cardstock, for business cards for example, which are equipped with the FSC-certification. With this certification Seiko Instruments contributes their share to the environment, which is put more and more emphasis on nowadays”, says Mr. Eckhard Budde, European Sales & Marketing Manager from Seiko Instruments Business & Home/Office Division.

### **Who is FSC?**

FSC (Forest Stewardship Council) is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Established in 1993 as a response to concerns over global deforestation, FSC is widely regarded as one of the most important initiatives of the last decade to promote responsible forest management worldwide.

FSC is a certification system that provides internationally recognized standard-setting, trademark assurance and accreditation services to companies, organizations, and communities interested in responsible forestry.

The FSC label provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

FSC is nationally represented in more than 50 countries around the world.

Further information: [www.fsc.org](http://www.fsc.org)



## Why FSC ?

Only FSC:

- prohibits conversion of natural forests or other habitat around the world
- prohibits the use of highly hazardous pesticides around the world
- prohibits the cultivation of genetically modified trees (GMOs)
- respects the right of indigenous peoples around the world
- controls each certified operation at least once a year – and if they are found not to comply, the certificate is withdrawn

Many of the points will appear almost basic, but in many places around the world, even these basic requirements are not fulfilled. This is where FSC can have the biggest positive impact. FSC certification helps to protect your brand and reputation and it allows you to access highly environmentally sensitive markets. Increasingly, governments and other organizations specify FSC certified products in their purchasing policies. And because FSC has the only globally valid standard, it is also the only standard that is no barrier to trade under the World Trade Organization (WTO).



## **About Seiko Instruments USA Inc.**

Seiko Instruments USA Inc. is one of three members of the SII Group of companies and has been a privately held U.S. corporation since 1981. The company—which is often known as SII—markets business and home/office products in Europe, North, Central and South America as well as Australia and South Africa.

Over the past 60 years, our parent company, Seiko Instruments USA Inc., has developed numerous proprietary technologies and has established itself as the world's leading manufacturer of high-quality watches. The company employs over 6,000 people and ranks among the world's best for design miniaturization, precision engineering, and quality manufacturing.

In addition to its hallmark line of watches, Seiko Instruments USA Inc. develops and manufactures products which comprise different segments as f.i. information devices and systems, electronic components, production technology and consumer products.

## **Business & Home/Office Products Division**

Headquartered in Torrance, California, the Business & Home/Office Product Division of Seiko Instruments USA Inc. focuses on providing innovative products that solve problems not adequately addressed by standard computer peripherals. Each product incorporates easy-to-use, sophisticated software and award-winning industrial designs.

[www.smartlabelprinters.com](http://www.smartlabelprinters.com)

