

# A Differentiation In Eco Printing



John Keells Office Automation (JKOA) presented the world's first digital multifunction printer (MFP) that can erase images and text from prints. A first in the history of printing technology, the Toshiba e-STUDIO 306LP/RD30 is capable of printing and erasing, giving you clean paper that can be ready for reuse up to five times, making it the most eco friendly multifunction copier to be introduced thus far.

Toshiba e-STUDIO 306LP combines with the revolutionary technology of e-STUDIO RD30 to erase text and images from prints. The toner, which Toshiba jointly developed with Pilot Corporation, is a special toner whose colour is removed by passing the paper through the RD30. The erasing speed is 30 A4-size sheets per minute using only the erasing function, or 15 A4-size sheets per minute if the sheets are also scanned and sorted.

Commenting on the launch of the Eco MFP system, Minoru Yoshida, General Manager, (Business Solutions Division)—Toshiba Singapore, said, "we are proud to introduce the new Toshiba e-STUDIO 306LP/RD30, which enables you to reuse paper

and reduce the Carbon footprint by about 55 percent. It trims paper usage without limiting your print volume. The new Eco MFP system opens a window to a new work style in the office environment. All in all, this impressive new Eco MFP system helps companies adopt business strategies in line with their CSR campaigns, pointing the way for a more sustainable future for all."

Normally, used documents, are either filed away or scrapped, but with the Toshiba e-STUDIO 306LP/RD30, papers can be reused, and the contents of the documents can be converted into data and saved for future use through its integrated scan-to-network function. The RD30 erases and intelligently sorts paper into reusable and non-reusable sheets.

Janoda Thoradeniya, Chief Executive Officer—JKOA said, "large volumes of paper usage can be necessary, but can also be one of the biggest hindrances to reducing waste. The new Toshiba e-STUDIO 306LP/RD30 helps organisations to adopt business and operational strategies that contribute to sustainable development. The lower ecological footprint of every e-STUDIO 306LP/RD30 MFP enhances an organisation's reputation as a responsible corporate citizen."

Since its worldwide launch, the Toshiba e-STUDIO 306LP/RD30 has been hailed as the future of the copier industry. The new Toshiba e-STUDIO 306LP/RD30 incorporates green technology with the intention of creating a 'differentiation in eco-printing'. Toshiba's award-winning design team incorporated bio-based plastics into the innovative e-STUDIO 306LP/RD30 MFP. Bio-based plastics are raw materials extracted from plants, producing approximately 20 percent less CO<sub>2</sub> during production when compared with petroleum-based plastics.

## Highlights

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