

Press information

Aiming to exceed targets through various energy-conservation measures

KYOCERA Grows “Green Curtains” of Foliage to Help Meet New Energy Reduction Targets in Japan

Kyoto/Neuss, 6 June 2012 – As part of its long-standing environmental protection activities, the Kyocera Group is planting “Green Curtains” across Japan to help meet regional energy reduction targets following the shutdown of all nuclear reactors after the March 2011 earthquake. The curtains of foliage are grown on trellises over windows and outer walls of manufacturing and office buildings to provide shade from direct sunlight and heat radiation. The Green Curtains reduce the temperature inside buildings and decrease the need to run energy-intensive air-conditioning systems during the hot summer months. This year Green Curtains are being planted at 28 Kyocera Group company locations throughout Japan*¹, more than a 30 percent increase over the previous year, which is helping the country meet its regional energy reduction goals ranging from 5 to 15 percent*².

Kyocera’s Green Curtain project began at its Okaya Plant in Nagano Prefecture, Japan in 2007 as part of the company’s energy conservation / climate change prevention efforts. The program has since been adopted at other Kyocera Group locations in Japan, and was also undertaken at select Kyocera companies in other parts of the world.

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*¹ Locations planned at time of release.

*² Energy reduction targets, periods and times vary by regional utility power service areas. Typical periods range from early-July through mid-September; weekdays from 9am to 8pm.

For more information about Kyocera: www.kyocera.eu

About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 208 subsidiaries (as of March 31, 2011), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 1.2 gigawatts of solar power having been installed around the world to date.

With a global workforce of about 66,000 employees, Kyocera posted net sales of approximately €10.83 billion in fiscal year 2011/2012. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €500,000 per prize category).

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