

Singapore-- [Media OutReach](#) --23 December 2013--In a concerted effort to push forth its Eco Vision 2050 -- a vision that guides the company in the right direction to achieve its future objectives and fulfil its responsibility as a global corporation by contributing to a sustainable earth and society - Konica Minolta Business Solutions Asia, leading provider of business solutions, participated in the National Environment Agency's on-going Seashore Life Programme to clean up Singapore's beaches.



### **Image For Download**

Konica Minolta staff and their family members volunteered to clean the East Coast Beach

Mr Tetsuya Yamada, Director of Corporate HQ (pictured left) led a group of Konica Minolta employees to volunteer in the beach clean-up activity on Saturday, 14 December 2013, at the East Coast Beach.

<http://release.media-outreach.com/i/Download/1432>

## **Company logo**

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"In January 2009, Konica Minolta introduced Eco Vision 2050 as its long-term environmental vision with the objective to reduce carbon dioxide emission, promote recycling and preserve biodiversity by 2050. While we take steps in our design and manufacturing process to realise this vision, we are also actively working together with environmental authorities, for instance in the beach clean-up activity, to do every bit we can to protect the environment", said Ms Celine Chelsea Long, Regional Marketing Manager.

The beach clean-up activity encouraged greater environmental ownership among Konica Minolta's employees to sustain a Clean and Green Singapore.

Konica Minolta Business

Solutions AsiaKonica Minolta Business Solutions, a leading company in advanced document management technologies and Managed IT Services for the desktop to the print shop, brings together unparalleled advances in security, print quality and network integration via its award-winning line of bizhub® multi-function products (MFPs); bizhub PRESS® and bizhub PRO® production print systems; magicolor® color printers; and pagepro® monochrome printers. Konica Minolta also offers software solutions and optimised print services to reduce document output cost, improve productivity and optimise office environment, backed by impeccable service and support team.

Konica Minolta adopts a proactive effort in reducing global environmental impact through its green product lifecycle.

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