

Konica Minolta Launches Tomorrow in Mind Campaign in the Region

Written by Australian Business

SINGAPORE-- [Media OutReach](#) --5 June 2014-- [Konica Minolta Business Solutions Asia](#) launches an all-encompassing campaign in the region -

Tomorrow in Mind

- to encourage everyone to play a part in the conservation of the environment.



Konica Minolta's Tomorrow in Mind micro-site

A micro-site (<http://konicaminolta-asia.com/tomorrowinmind/>) has been set up by Konica Minolta, with the aim to inspire its employees, associates, partners and all members of the

public to make a pledge to demonstrate their commitment to make small changes towards a better tomorrow. The key emphasis of the Tomorrow in Mind campaign is that every single individual and organisation, through small actions in their daily lives, can create a collective positive impact on the environment.

Through the micro-site, the brand suggests small actions, including using energy-saving bulbs at home, switching off lights during lunch breaks in office and printing in duplex and using multi-function devices. In addition, in conjunction with World Environment Day, the brand also encourages everyone to pledge to go car-free to reduce carbon emissions.

"This campaign echoes Konica Minolta's philosophy, which is to be accountable, and that our actions should contribute to the creation of a sustainable environment. Through the Tomorrow in Mind campaign, we aim to educate, inspire, empower and involve the efforts of every single individual for a greener and cleaner future, because we believe that the future of the earth is, literally, in everyone's hands," said Ms Celine Long, Marketing Manager, Corporate Branding and Marketing, Regional Headquarters, Konica Minolta Business Solutions Asia.

An organisation dedicated to the preservation of the environment, Konica Minolta established Eco Vision 2050 in 2009, to achieve its future objectives and fulfil its responsibility as a global corporation by contributing to a sustainable earth and society. Eco Vision 2050 is a set of long-term goals that looks all the way out to the year 2050, focusing on the three aims of preventing global warming, promoting resource recycling, and preserving biodiversity.

In line with the organisation's commitment to Giving Shape to Ideas, Konica Minolta will continue contributing to solutions for social challenges and drive environmentally innovations.

ImageKonica Minolta's Tomorrow in Mind micro-site <http://release.media-outreach.com/i/Download/1837>
Company Logo <http://release.media-outreach.com/i/Download/1128>

Konica Minolta Business

Solutions Asia

Konica 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. In line with its core message "Giving Shape to Ideas," Konica Minolta endeavours to respond to its customers' needs across the world with relentless creativity, innovation and advance technology.

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