

Green is good for business.

Going green isn't just the fashionable thing to do – with Sony, it's the smarter way to keep your company in the black.

Building a sustainable future through innovation.

When businesses commit to making more responsible business decisions that recognize our shared custody of the earth's precious resources, they garner the respect of a growingly eco-conscious consumer as well as reduce their business' energy costs.

Sony products make it easier to make the green choice with a unified lineup of products that use less energy, use it smarter and are produced with fewer hazardous chemicals.

VAIO® Notebooks

- Most models are ENERGY STAR® 4.0 compliant to reduce your business' energy spending
- Are Electronic Product Environmental Assessment Tool (EPEAT™) participants, with the majority of VAIO models registered Gold and Silver
- Are EU Restriction of Hazardous Substances (RoHS) Directive compliant. The RoHS directive restricts the amount of certain materials such as lead and mercury, used in electronic products and helps prevent harmful materials from leaching into our ecosystem if disposed of improperly and minimizes the potential exposure of workers to these materials during the manufacturing process

Sony Ericsson

- Was the first company to remove brominated flame retardants from its mobile phones
- Sony Ericsson phones are PVC free, and they are currently working to phase out antimony, beryllium and phthalates from their products

- Delivers the most efficient chargers from a standby power point of view, with all new models after 2005 meeting the requirements for ENERGY STAR®

BRAVIA® HDTV/LCD displays

- Are all designed to exceed ENERGY STAR® 3.0 Specifications, saving you money on energy costs while still delivering stunning images
- Feature sophisticated technology that automatically controls and reduces backlight in appropriate settings to save power, on select models
- Enables zero-watt standby power consumption so no energy is being used when the display is off, with the new Eco-Switch on select models

Blu-ray Disc™ players

- Are lead and cadmium free, as are all Sony products, for compliance with RoHS Directives
- Reduce CO₂ emissions by 43% with more efficient shipping practices and a 55% reduction in packaging on some models
- Received the CES 2009 Innovations Design and Engineering Award for Eco-Design and Sustainable Technology category for the S350

Closing the loop.

Sony Electronics is striving to create the ultimate closed loop cradle-to-cradle product life cycle. Using recycled materials in production, building energy efficient products, and increasing the ease of recycling reinforce Sony's commitment to sustainability and consideration for our environment.

Recycling with Waste Management®

Teaming up with Waste Management and others, we've built a recycling program that makes it easy to dispose of Sony products in an environmentally-safe way.

Bring your unwanted Sony electronic products to any Sony National Take Back Recycling drop-off center and recycle the Sony product for free. Call (877) 439-2795 for more details.

Battery Recycling

Sony Electronics wants to make it easy to dispose of old, rechargeable batteries safely. To make it easier, simply drop them off at a Sony Style store near you, or use one of the dedicated battery recycling bags that we began to include with some of our VAIO PCs in 2008.

Get green for going green.

Sony Trade-In Program

Sony Electronics disposes of your old electronics responsibly and you may receive a rebate towards new Sony technology, for the value of your trade-in. And if you are trading in a piece of equipment that has no trade-in value, Sony will help you recycle the Sony product.¹

In partnership with the National Cristina Foundation, Sony Electronics also helps find productive homes for pre-owned products, so your notebook can continue to be useful as it's being reused.

For more details visit sony.com/B2BGreen.

↘ For more on how your business can be greener with Sony, visit sony.com/B2BGreen

Footnote: 1. A recycling fee and shipping charges will apply. The recycling fee is waived when recycling notebook products and purchasing a new Sony VAIO notebook.