

Consumers feel guilty about printing habits

Women are more knowledgeable and guilt ridden about their green practices than men

SYDNEY, 14 July 2009 - The majority of 10,000 people in 21 countries have a guilty conscience about their carbon footprint when using their home and office technology, according to a global survey conducted by Ipsos on behalf of Lexmark International, Inc. (NYSE: LXX).

Highlights from the survey reveal that the majority of respondents cannot identify their largest potential environmental impact points when it comes to printing, and that women are more knowledgeable and guilt-ridden about their green practices than men.

Top five things global consumers said:

91 percent would rather fix a technology device under warranty than dispose of it;

85 percent would often choose the most environmentally-conscious printing option if given a "one-click" or "one-push" solution;

84 percent are more likely to buy a product if the manufacturer shows more responsibility and concern regarding recycling;

75 percent feel guilty about printing unnecessary pages; and

64 percent INCORRECTLY think that the disposal of ink cartridges is the largest cause of pollution from printing.

"This survey clearly shows that people worldwide need more education and guidance on printing best practices and Lexmark is committed to providing that information," said Tonya Jackson, director, sustainable technology and operations. "Lexmark recognised years ago that it is our corporate responsibility to understand and minimise the environmental impact of our products, while improving their efficiency. We do this at every stage of our printers' life cycle and in every corner of our operations."

He said / she said

In the 21 countries surveyed, women are more likely than men to be generally concerned about the environment and the impact from their activities, as well as more likely to correctly name the potential threats from extraneous printing on the environment. Women are also more likely to buy from a technology manufacturer that recycles.

For example, 71 percent of women claimed that they feel guilty when disposing of a device rather than repairing it, compared to only 63 percent of men. Women also appear to be more aware of paper waste, with 79 percent feeling guilty when printing unnecessary pages versus 71 percent of men.

Carbon footprint misstep

The largest proportion of respondents (64 percent) mistakenly thinks that the ink and toner constitute the biggest threat to the environment when it comes to printing.

Other recent research shows this not to be the case. In April, Lexmark released its Life Cycle Assessment (LCA) study, which found the paper consumers use in their laser or inkjet printers is the most significant contributor to the devices' carbon footprint.

It takes two to tango

While three-quarters of respondents recognise and feel guilty about their own printing habits, many still feel manufacturers could do more to help and educate, with only 39 percent of respondents believing that technology companies show enough responsibility when it comes to recycling.

However, the results do suggest that a manufacturer's commitment to eco-friendly practices greatly influences consumers' purchasing decisions, with 84 percent of respondents claiming they're more likely to buy from a manufacturer concerned with recycling.

Lexmark, which has made headlines with its "Print Less, Save More" campaign, released its 2008 Corporate Social Responsibility Report earlier this month. This report explores Lexmark's ongoing social responsibility efforts, including sustainable efforts, as a good corporate citizen. The report is available at www.lexmark.com.

Australian consumers feeling guilty

Consumers in Australia claim a strong preference for manufacturers that demonstrate good recycling practices. Australians are vocal when it comes to expressing guilt about pollution from their printing practices, but are generally less informed than other international respondents. Australian consumers still think that the biggest environmental threat raised by printing is the disposal of ink / toner cartridges.

ABOUT THE SURVEY

Lexmarks "State of Printing" survey was conducted from March 12 to April 6, 2009, by Ipsos, and queried 10,507 people age 15 and over who use a computer at home, across 21 countries. There were at least 500 interviews per country, of national representative samples of the target, in each of the following countries:

Austria, Canada, Denmark, USA, France, Australia, Germany, Brazil, Italy, China, Netherlands, Mexico, Norway, Russia, Poland, South Africa, Romania, Turkey, Spain, United Arab Emirates (UAE), U.K.

Contact Lexmark for more detailed findings on this report.

About Lexmark

Lexmark International, Inc. (NYSE: L XK) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2008, Lexmark sold products in more than 150 countries and reported \$4.5 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.au.

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Media Contacts:

Nuria Grifoll

Blackie McDonald Communications

lexmark@bmcd.com.au

+61 2 8907 4900