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FOR IMMEDIATE RELEASE

### **BLI Commends Devices For Outstanding Energy Efficiency**

January, 2011 – Hong Kong – Buyers Laboratory Inc. (BLI), the world’s leading independent tester of document imaging products, today awarded “Outstanding Achievement” honours to the most energy-efficient models tested in the past six months, with accolades including Sharp. BLI measures the energy consumed by document imaging products in all operating modes as well as in energy-save, idle and sleep modes. In addition to reporting on a range of other environmental related features, such as run-ability with various grades of recycled paper, the reports include a projected annual energy consumption and cost based on real-world usage for each product segment.

After analysing the results for the top performers in a range of printer and MFP categories, BLI awarded 2011 “Outstanding Achievement” awards to products, which proved to be the most energy-efficient in their respective categories, which included Sharp;



**SHARP CORPORATION**

**Sharp MX-M310**

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A 31-ppm A3 monochrome MFP, the Sharp MX-M310 earned an “Outstanding Achievement” award for its significantly lower than average energy consumption when running BLI’s real-world job stream test, which contributed to its significantly lower than average projected annual energy cost. In fact, with a total cost that’s about 41 percent less than the competitive average, the MX-M310 is the most energy-efficient device in its class tested to date. This ENERGY STAR-qualified device offers a toner-save mode, automatic duplex and an N-up mode to help reduce waste. Customers can also return spent toner cartridges using prepaid labels provided by the company.

“We are very pleased to be awarded the prestigious Outstanding Achievement Award for the MX-MX310 the most energy - efficient MFP in it class,” said Jan Nicol Managing Director Sharp New Zealand. “It is a testament to Sharp’s on going commitment to manufacture environmental friendly products that exceed customer expectations in dependability, productivity, ease of use and value.”

#### **About Buyers Laboratory**

Since 1961, Buyers Lab has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional

products. The company's databases cover over 13,000 products and have a long-standing reputation for being the industry's most trustworthy and complete source for global competitive intelligence. They are available to BLI subscribers online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, and BLI-produced articles.

In addition to the testing of office equipment for its subscribers, Buyers Lab provides consulting services to buyers and a vast array of confidential for-hire private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as toner, ink and photoconductors), software solutions and print media testing (including virgin and recycled papers).

For more information on Buyers Laboratory, please call (852) 8200-4503, visit [www.buyerslab.com](http://www.buyerslab.com), or e-mail [loretta.pang@buyerslab.com](mailto:loretta.pang@buyerslab.com)