

## Working with Our Suppliers

The JVC Kenwood Group is promoting environmentally-friendly product development and the development of a sustainable economy through the creation and strengthening of environmental management systems as an overall supply chain including our trading partners as well as to fulfill our social responsibilities as a “green company.”

### Promotion of Green Procurement

To reduce the environmental impact of its business as well as throughout the life cycles of the products it manufactures and sells, the JVC Kenwood Group considers it important to give priority to materials and products that have the least environmental impact. Further, the social responsibilities and demands of corporate activities in global environmental preservation, such as strengthening laws starting with REACH, are growing in importance.



When JVC and Kenwood merged in October 2008, they established a new unified JVC Kenwood Group, “Green Procurement Guidelines.” These guidelines are the basis for working with our trading partners to lower environmental impact by actively promoting the green procurement of materials, parts, and products in compliance with regulations in countries around the world.



### Partnership with Suppliers

Partnership with our trading partners is indispensable to promote environmentally-friendly green procurement, and so we share information through Green Procurement Guidelines explanation meetings with our suppliers. As part of our pursuit of environmental preservation in the JVC Kenwood Group, we require all our suppliers to have a certified environmental management system that meets ISO 14001 standards. Through our environmental

management system and management of pollutants, we are actively working with our partners to help preserve the environment.



Meeting explaining the Green Procurement Guidelines in Japan in November 2008



Meetings explaining the Green Procurement Guidelines throughout Asia in November and December 2008; from the left: Singapore, Hong Kong, Malaysia, Shenzhen