

Hitachi Australia Introduces 'Project Green' to offer Greater Value and Reduce Waste from Projector Purchases

Hitachi to recycle up to 97% through cash-back and recycling program for projector product lines

15 May 2013, AUSTRALIA – [Hitachi Australia](#) is excited to announce that from the 15th of May 2013 it will offer a recycling initiative including cash-back bonus for customers upgrading to the latest Hitachi projector technology.

Free of charge, Hitachi's 'Project Green' will collect old projectors as a part-exchange on new purchases and manage the recycling process, which will be expedited by recycling partner [Reverse E-Waste](#). As part of the programme, up to 97% of projector components and materials such as plastic, metal and glass can be recycled, instead of going to waste.

For customers who often replace up to 30 projectors at a time, the programme will offer both savings and peace of mind over technology refreshes. Project Green will help meet customers' environmental sustainability goals by ensuring they dispose of assets in an environmentally responsible way. They will also save up to \$400 on the cost of their new projectors and spend nothing to dispose of their old technology.

According to Bill Christoforou, marketing manager at Hitachi Australia, "Project Green offers another great reason to upgrade to the latest Hitachi technology. Speaking to customers, we recognised an increasing desire to alleviate concern over replacing old technology and we've found a smart way to make that happen that helps us to offer even better value."

Hitachi Australia has introduced the programme to address environmental responsibility requirements for our customers, incentivise new purchases and offer better value. At the same time, all new projectors offer an ultra-low standby power mode that runs at less than one watt, further reducing cost while offering the most modern presentation technology.

"We aim to use as much recycled material as possible to produce our latest projector technology," continued Christoforou, "and recycling our older projectors is an important part of this process."

Sustainability is a big focus for Hitachi and as-a-business, we are aiming to reduce our carbon emissions by 100 million tons a year by 2025. Project Green is just one initiative companywide to help minimise our environmental impact.”

Cash back redemptions will be determined based on the number of projectors being returned for recycling and the type of projectors being purchased, hence the more projectors recycled, the more customers will save on their new hardware. Customers will also receive an official notification from Hitachi which shows the breakdown of material they helped to recycle. “Project Green also provides a great opportunity for schools and businesses to upgrade to our latest energy efficient and economic range of projectors, further reducing the cost of running modern presentation needs,” concluded Christoforou.

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For more information about the program, please visit:

Hitachi Australia - <http://www.hitachi.com.au/projectgreen>

Reverse E-Waste - <http://www.reversewaste.com.au/>

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About Hitachi

Hitachi was founded in 1910 and has Head Quarters and Major Subsidiaries in America, Asia, Europe, Japan and Oceania. For over 30 years, the Hitachi Group Companies have provided Oceania industry with award winning products and services in the areas of automotive components, products and services for energy generation, construction, mining and transport, multi-media and computer technology as well as Semiconductors and devices for Australian manufacturers of electronic products. Hitachi has a unique position in the marketplace by manufacturing and developing its own core technologies to provide consumers and businesses with optimal product performance in each of Hitachi’s product categories.

About REVERSE e-waste

REVERSE e-waste helps business save money and reduce risk by removing unwanted e-waste from locations across greater Sydney and regional NSW. The costs of storing and managing non-performing technology assets pose a significant cost on business. REVERSE e-waste partners with organisations to re-use and recycle your unwanted technology and ensure that all processes are consistent with ISO certified best practices and are delivered under an environmentally friendly framework.