

## Awareness of environmentally friendly manufacturing is increasing throughout the world.

As the only manufacturer of high-quality, professional recordable media in Europe, Sony DADC was therefore particularly interested in documenting the environmental friendliness of its products through an independent certification body. TÜV is especially in the German speaking market one of the most famous and reliable testing institutes.

Sony DADC has become the only company in the world eligible to display the TÜV seal of approval „Certified Storage Media“, effective immediately. The certificate was awarded by TÜV Saarland following a successful appraisal of the „Sony Green Partner“ environmental and quality assurance programme. It proves that the storage media were produced under especial environmental friendly conditions and highest quality demands.

During its inspection, TÜV placed particular emphasis on sustainability and quality assurance measures in line with the corporate philosophy of the „Sony Green Partner“ programme. The requirements for long-term archiving of sensitive electronic information were also incorporated in the test. Sony DADC digital storage technology ensures fast, error-free data management and reliable data retention; high-quality materials guarantee perfect protection from external factors.

Only environmentally friendly input products are used during manufacture of Sony DADC recordable media and all lacquers meet the strictest environmental requirements. In addition, only renewable hydroelectric power is used during production. This means that almost no CO2 emissions are generated during production.

