Samsung Electronics launched a wide range of innovative eco-conscious products based on its PlanetFirst initiative and to align with its mid-term green management goals. To evaluate a new product on its eco-friendliness, the company implements an ‘Eco-Design Process’ and an ‘Eco-Product Rating Process’ from the product planning to design and development stages. The evaluation helps Samsung Electronics continually enhance the energy efficiency of its products by upgrading their recyclability and restricting the use of hazardous substances in production. By bringing diverse eco-conscious products to the marketplace, Samsung Electronics provides new value to its customers.
Eco-conscious Product Development and Launch

**Samsung Electronics reduced the annual power consumption of its major consumer electronics products including TVs, refrigerators, and washing machines by 42 percent between 2008 and 2013.** As a result of its efforts to develop energy-efficient products, the company reduced greenhouse gas emissions by 88.6 million tons from 2009 to 2013.

**To address the issues around water shortages, Samsung Electronics developed and launched water-saving products including a drum-type washing machine featuring ‘no water’ drying technology in 2013, available for the first time in Korea.**

**Smart Air Conditioner**
- Model No.: UN75F8000AF
- Smart sensor
- Smart heat exchanger
- Smart inverter compressor

Automatically manages the cooling speed, temperature, and power by detecting a person’s location and movement in the room. Maximizes cooling efficiency by utilizing slightly energy-efficient microtube-type heat exchanger. Automatically adapts operation to respond to the surrounding temperature.

**Washing Machine with No Water Drying Technology**
- Model No.: WD19F8K7ABG1
- Water-saving: 50 percent reduction in drying time, 18 percent reduction in power consumption
- No water usage

100% saving
Cat drying time is half! 56% saving
Save power 18% saving

+ Based on a film dryer type wash-dryer drying laundry

**Eco-conscious Packaging Materials for Refrigerators**
- Saving resources by using packaging materials that can be reused more than 40 times
- Applied for all large-sized refrigerator models

- 7,000 tons: Annual CO2 emissions reduction
- 63,000 trees: Equivalents planting

**Impact of Using Eco-conscious Packaging Materials**

**Aluminum Casing Notebook PC**
- Model No.: NT970X3E-A65F

100 percent recyclable, ultra-light, ultra-slim design
- Reduced weight and thickness compared to the previous 13.3” model (Weight: 1.3kg→1.16kg, Thickness: 16.3mm→12.9mm)

**Eco-conscious Materials**

- Samsung Electronics reduces environmentally hazardous elements by using and recycling resources, such as recycled plastic, throughout the product life cycle, including manufacturing of parts and products, distribution, use and disposal.

- 3R: Reduce, Reuse, Recycle

**Eco-conscious Product Development and Launch**

**Smart TV**
- Model No.: UN55K5300AFXZD

Reduced number of LED lamps
- Use of light sensor
- 42 percent reduction in annual power consumption compared to the previous model

**Green Memory**
- DDR3 Memory, SSD

- Eco-conscious DDR4 Memory, PCx162
- Ten-fold improvement in system performance
- If all servers systems around the globe adopted the green memory solutions, the anticipated savings of 42 terawatts per hour could be achieved annually

**Eco-conscious DDR4 Memory, PCx162**

**Eco-conscious DDR4 Memory, PCx162**

**Packaging Materials**
- 100 percent recycled box, biodegradable vinyl

**Bioplastic Goggles for 3D TV**
- Using bioplastic made from castor oil

**Mobile Phone Packaging Box Made of 100 percent Recycled Paper (Galaxy S4)**
- 100 percent recyclable cardboard printer

**100 percent Recyclable Cardboard Printer**
- An eco-conscious product that can be recycled at the time of its disposal

**Eco-conscious Product Development and Launch**

**Recycling Resources**
- Reduce, Reuse, Recycle
- Recycle

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