

KONICA MINOLTA

NATIONAL PHOTOCOPY CORPORATION

NATIONAL PHOTOCOPY CORPORATION

ForBiz Solutions News

Reduce Your Stress in 2009

As we begin this New Year most of us have great expectations, but many of our friends, neighbors and business associates are seriously stressed. The economy is less predictable than ever and we are experiencing a number of financial firsts.

The stress that many are feeling is no small matter and can have a huge effect on their health, wellbeing, and productivity.

So what exactly is stress and what can we do about it?

Simply put, stress is a result of modern living. We are essentially hunter gatherers and our genetics have not changed much in the last 40,000 years. The environment we operate in, however, has changed drastically — the result is stress in a variety of forms. The truth is today we deal with more information in a day than our grandparents dealt with in an entire lifetime. This means nearly constant change. The pace of life has increased many fold and the

demands of modern life are immeasurably more complicated. Our mental and physical faculties must cope with these changes and, because modern life has come about rather quickly, we have had very little time to adapt.

In more primitive times we had mechanisms which helped us escape dangerous situations. These mechanisms are still with us, but the stimulus that calls them to action is very different and the result is often not healthy. One such

Designing Environmentally

Recycling became popular in the past decade or so as a means to reduce our impact on our environment. The next step in this process is to think

about the environment as a design consideration.

At Konica Minolta R&D Headquarters energy savings has been a design

consideration not only in equipment design, but also as it is use by the customer. One such innovation is the reduction of heat required by copiers in fusing the copied

Inside this issue:

Reduce Your Stress In 2009	1
Designing Environmentally	2
Creating A High Quality Image	2
Quote of the Month	4
A Little Bit About Us	4

Special points of interest:

- Stress can be substantially reduced by applying a few simple techniques
- Designing environmentally — an effective strategy for reducing our impact on the environment
- New Toner Technology creates a higher quality image while saving energy

Designing Environmentally Con't.

image to the paper. This process accounts for about 60% of the power consumed by copiers. By

"As a leading manufacturer, we should contribute to society through the development of high quality energy-saving products."

converting to Induction Heating (IH) instead of conventional halogen heaters power consumption could be reduced. Induction Heating is commonly

used on electric stove-tops. This reduction was achieved by shortening the warm-up time during the ready mode as IH technology enables the temperature to be increased more rapidly than with the conventional halogen heater. The heat conduction efficiency of the fuser roller was also improved to achieve the final result.

Mr. Yoshino, Manager at Imaging Products R&D says that it took some time to reach agreement of the development team as many team members felt it was important to focus on functional improvements. A discussion developed around the idea that maximum energy conservation

was as important a goal. Appreciating user needs while reducing energy requirements can be a delicate balancing act during the design and manufacturing process especially when you consider the critical need to remain competitive with other manufacturers. Customer needs and wants can make such decisions risky. Consider, for example, the automobile industry's struggle to make more efficient cars.

Mr. Yoshino stated, "We are planning to improve energy-saving performance of copiers and MFP's in every category." "I also hope to establish an integrated concept for energy-

Creating A High Quality Image

By changing the method of producing toner Konica Minolta's design team not only created a higher quality image for our customers, but saved energy both in the production process and in its final use.

The conventional method of producing toner requires taking resin powder and heating it to the melting point and then crushing it against a wall using a strong air current to produce the needed size. Due to the complexity of this process it has low energy efficiency. By going to a

polymerization method minute resin particles are combined with color pigments in a chemical reaction to produce the toner particles.

The result is a next-generation toner named Simitri. Simitri offers some decided advantages over conventional toner beyond the initial energy-savings. Because it produces a smaller, more uniform particle it also results in a more precise and higher quality image.

By using the polymerization process a reduction in CO2

emissions to the tune of 40% is also achieved.

In addition, Simitri HD toner features a "core-shell configuration" in which the toner particles are soft on the inside but hard on the outside allowing users to save power as the toner fuses to the paper at a lower temperature.

Konica Minolta has expanded the scope of applications of the more environmentally sound Simitri toner from black and white toners to color toners, adopting the Simitri toner to a range of MFP's

Reduce Your Stress in 2009 Con't.

fight or flight. Originally fight or flight kicked-in when we sensed danger, such as a saber toothed tiger preparing to eat us, but in modern times fight or flight can be triggered by something as mundane as the morning commute, or a simple change in our work or home schedule, or other uncertainty.

So what does this mean to us? Fight or flight is a very effective tool for dealing with tigers, but the results of it in modern life is very different. When we were confronted with a tiger fight or flight provided us with the physical abilities we needed to escape.

Many medical professionals now agree that stress is the basis of 90% or better of modern illnesses

Adrenaline spiked, our breath quickened, blood flow to muscles increased, and to give us the greatest boost in energy, other functions, such as long term memory and learning, shut down. So far so good. In the old days when the danger past, it past, we rested and our hormones and system returned to normal. Unfortunately, in present day situations we can neither escape nor do we get to rest and return

to normal — we are in a chronic state of fight or flight. This means that the mechanisms that kick-in during fight or flight such as high levels of adrenaline, increase in blood pressure, breathing, etc. remain in effect over extended periods of time. The result of this can damage our health and lead to such modern diseases as high blood pressure and heart disease, cardiac arrhythmias, anxiety, mild and moderate depression, herpes simplex, digestive disorders, diabetes mellitus, hypertension, infertility, insomnia, pain of all sorts, to name a few, and these, of course, can lead to even more serious illnesses.

So how can we effectively deal with this modern malady? Some things we can do to immediately reduce stress is to become aware of how we respond to certain situations. Do we tend to go into overwhelm and have a strong emotional response when we are presented with change? Do we tense-up? Does our breathing change? What are we thinking? Simply by being aware of how we respond will take us a long way in reducing stress. Make a habit of consciously relaxing from time to time. We don't need to even have a break — just become aware of how we are doing. Get completely present to your state of being.

In his book *the Relaxation Response* Dr. Herbert Benson, M.D. not only provides a clear and complete explanation of stress, but also offers some methods for

health and wellbeing. Dr. Benson first discovered stress as a critical factor in human wellbeing in 1974 while doing research at Harvard. By suggesting that our minds had a decided impact on our bodies he broke with the traditional medical paradigm of mind as completely separate from body. Most people today recognize that attitudes, concerns, emotions, etc. have an impact on our physical health, but the truth is that many in the medical community still treat stress as a minor concern in diagnosing disease. This picture of the divided man is being replaced in many sectors with the system approach which treats the whole being as an interdependent organism.

The Relaxation Response by Dr. Herbert Benson can be found at most local bookstores and if you read no other book this year on health take the time for this one. Besides being an interesting read it will give you the ability to deal with life in a whole new and hopefully more relaxed way.

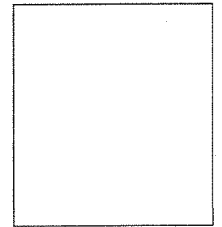
To help you more quickly take advantage of reducing stress we have a short handout entitled *Stress Reduction Technique* which is available by calling us at 541-747-0123. We will be glad to send you an e-mail copy for your personal use.

Wishing you a stress free 2009.

The management and staff of
National Photocopy.



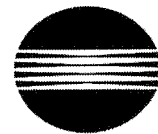
3619 Franklin Blvd.,
Eugene, OR 97402
541-747-0123
FAX 541-747-8054
www.forbizsolutions.com



“Your image is important to us.”

Canon

Panasonic



KONICA MINOLTA

A Little Bit About Us

Quote of the Month

National Photocopy Corporation is a locally owned and operated provider of high quality copier, printer, scanner, multifunctional devices and networking office products. We have been an authorized Konica Minolta dealer since 1972 and now have been chosen by Canon to carry the Canon copier, printer, and MFD line as well.

Our service department has seven full-time service technicians trained on our product lines as well as in networking applications. Our average technician has been with us for over seventeen years and some have been with us for over twenty years.

As a locally owned company we have come to understand and adapt to the local business climate and our customer's individual needs giving us a special perspective on customer service. When your entire staff works and lives in the community it serves you tend to feel a very special connection to

“When you lose touch with inner stillness, you lose touch with yourself. When you lose touch with yourself you lose yourself in the world.”

— Eckhart Tolle