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## [Fujitsu Siemens Adds "Green Label"™ to Upcoming Systems](#)

*Coming to support global efforts*



Fujitsu Siemens has launched a new "green label" scheme for its upcoming PCs Fujitsu-Siemens

Fujitsu Siemens Computers, the PC vendor that will soon be known simply as Fujitsu, has recently announced a new "green label" scheme, coming to meet the worldwide industry trend for developing and selling products that are more energy efficient and environmentally friendly. According to the company, the new scheme is meant to help customers more easily identify those products that follow specifications related to "green" technology. "The new Green IT label underlines our goal to be seen as leading the way amongst IT vendors in both the development of green-oriented processes and technologies, and clearly demonstrates that we are making strides in sustainable computing," said Dr Joseph Reger, Fujitsu Siemens Computers' chief technology officer. The label, to be featured only on the FSC computer systems that will be produced from this month onwards, is meant to detail the energy efficiency rating of each product. Also, it will serve to provide details on the environmental impact of the products stamped with it, from the time they exit the manufacturing line, through to their end of life. In addition, FSC users will also learn whether their products can be recycled, thus further increasing the worldwide efforts for greener technology. The upcoming FSC products will receive between one and three stars, depending on their level of "greenness." "It is possible to develop a three-star system today, but it is not trivial to have one star on every system," said Dr. Berndt Kosch. "If you look at some other systems, some are so trivial that every product is labeled." From the company's entire product lineup, the Lifebook and Esprimo portable computer systems are the products that are most likely to receive the new green label. That is rather understandable, since portable computer systems have become best selling computer systems with all PC vendors, thus surpassing the more traditional desktop. Also, with all these new netbooks surfacing the market, "green"-label PCs are bound to be released in higher numbers, especially since low-power and low-cost seem to be about to become the general guidelines for system builders. So, if you want to make your contribution to the worldwide efforts for greener technology, you should be on the lookout for the new green label on FSC's PCs.