

SEIKO Watch Corporation achieves full compliance with EU Directive 2002/95/EC on hazardous substances

SEIKO Watch Corporation is pleased to announce that its quartz watch production under the brands of SEIKO, Pulsar, and Lorus, has achieved full compliance with the requirements of the EU Directive on the restriction of the use of hazardous substances.

The Directive

In February 2003, the EU issued Directive 2002/95/EC, with the aim of restricting the use of hazardous materials in electrical and electronic equipment. This RoHS Directive requires producers of watches and many other products to eliminate the use of 6 environmentally sensitive substances: lead, mercury, cadmium, hexavalent chromium and two flame retardants, PBB and PBDE. These restrictions came into force on July 1, 2006 after which date any non-compliant watches are not to be brought into any member state of the EU.

The challenge

The Directive posed a technological challenge to all watchmakers, including SEIKO Watch Corporation, as minute quantities of some of these substances were routinely used in the manufacture of quartz watches. To ensure full compliance, SEIKO Watch Corporation embarked on a thorough and comprehensive development program to develop new processes and materials which would eliminate the banned substances.

Despite considerable technical difficulties, and as a result of substantial investment, this program has been successful. Starting as long ago as 1999, SEIKO Watch Corporation had, as part of its long term environmental policy, been working to eliminate all hazardous substances from its products, although some companies have even sought exemption from the Directive. By March, 2002, lead had been eliminated from all soldering, and further advances since then have made possible full compliance even in the hardest cases where extensive research was required to find substitute materials and new processes for the integrated circuits and crystal oscillators.

This once again demonstrates our commitment to environmental protection and to compliance with all EU Directives in this area.

SEIKO and the environment

SEIKO Watch Corporation's holding company, SEIKO Corporation and its group companies have a proud record of environmental protection. SEIKO Corporation has, since 2000, published environmental reports, showing targets, and containing full details of consumption of power, CO2 emissions waste generation and other measures of environmental improvement. SEIKO's watch production facilities have ISO 14001 certification. Furthermore, SEIKO is committed to marketing environmentally friendly products, most notably SEIKO Kinetic, a watch that requires no battery replacement. SEIKO is, of course, fully compliant with all existing EU Directives, including the WEEE Directive on electrical and electronic waste and the various packaging Directives.