Introduction
PrintReleaf for Commercial Printers
PrintReleaf integrates with your company’s print software to measure paper volume for each print job.

- 12 international distributors
- 400+ channel partners
- 12,000+ end customers
- 14 billion+ pages released
- 2,500+ standard trees planted per day

PrintReleaf reverse-calculates how many trees were required for the print job.

- 10+ million connectable devices
- Patented technology in the United States & Japan
- Currently integrated with EPMS; in discovery with many other Print MIS providers

Your print job is automatically and certifiably replanted at global reforestation projects of your choice.

- 8 PrintReleaf Certified™ Reforestation projects
- Established PrintReleaf Standard with SGS International
- 1.65 million+ standard trees planted
How It Works

Measure

Convert

Reforest
CALCULATE PAPER CONSUMPTION PER PRINT JOB

We reverse calculate paper consumption to determine forest impact.

Then we make it actionable.
Global Reforestation Projects

Customers decide where to certifiably reforest their consumption across our network of projects, integrated with WRI’s Global Forest Watch platform. PrintReleaf’s third party audit and verification processes are administered by SGS international so customers can be certain that the volume and survivability of trees planted by PrintReleaf’s Global Reforestation Partners is accurate.

14,000,000,000+
LETTER PAGES OFFSET

68,000+
TONS OF PAPER REFORESTED

1,650,000+
STANDARD TREES PLANTED
Certified Reforestation Projects

Brazil*
  WeForest

Canada
  One Tree Planted

Dominican Republic
  Plant With Purpose

Cominican Republic
  Plant With Purpose

India
  WeForest

Ireland
  NuaTree

Mexico
  Plant With Purpose

United States
  Trees, Water, & People

*This project has been completed.
<table>
<thead>
<tr>
<th>Feature</th>
<th>PrintReleaf</th>
<th>FSC / SFI / PEFC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print job cost premium</td>
<td>1-2% of print job (generally)</td>
<td>2.4% of print job (generally), plus amortization of annual certification cost.</td>
</tr>
<tr>
<td>Initial or annual facility audit</td>
<td>No</td>
<td>Yes, both</td>
</tr>
<tr>
<td>required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time to issue print job logo/</td>
<td>Zero, on demand</td>
<td>24 to 72 hours</td>
</tr>
<tr>
<td>certification mark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper Type Application</td>
<td>Any type or stock of paper</td>
<td>Only CoC certified stocks</td>
</tr>
<tr>
<td>Software to automate operational</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>workflow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Growth of global forests</td>
<td>Positive</td>
<td>Neutral</td>
</tr>
<tr>
<td>Lifetime reforestation certification</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Personalized selection of</td>
<td>Yes</td>
<td>Not applicable</td>
</tr>
<tr>
<td>reforestation project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tree survival</td>
<td>Guaranteed</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Reforestation scope</td>
<td>Global</td>
<td>Global or Regional</td>
</tr>
</tbody>
</table>
FSC / SFI / PEFC vs PrintReleaf Certification

When you source FSC, SFI or PEFC certified paper, the best outcome is a neutral environmental impact.

When you apply PrintReleaf Certification reforestation compounds positively with every PrintReleaf Certified job.
Technology

Automatic

Proprietary

Cloud-based
PRINTRELEAF TECHNOLOGY

PrintReleaf’s proprietary cloud technology automatically links paper consumption to equivalent certified reforestation.
PrintReleaf Certificates & Statements

Certificate of Reforestation
Example Certificate of Reforestation
Automatically emailed to End User Clients with every print job

Lifetime Certificate
Example Lifetime Certificate
Automatically emailed to End User Clients every month

Lifetime Impact Statement
Example Lifetime Impact Statement
Automatically emailed to Printers every month
Receive unique PrintReleaf artwork and reforestation ID badge on every print job.
Value
What's Included?

- Trees
- Automation
- Software
- Support
- Certification

Positioning

Embedded in every estimate

Itemized Separately
TESTIMONIALS

“The QMC Group has a long heritage of environmental responsibility in our day-to-day operations. We have partnered with PrintReleaf because we believe their reforestation standard provides the greatest environmental value. Now we can offer our clients the opportunity to make their projects even more eco-friendly.”

Tom Quartier
President
QMC Group

“For Publication Printers, partnering with PrintReleaf was an easy decision. For years publishers have wanted to offset their forest impact by using recycled paper or sustainably certified paper. Unfortunately, those options have long been cost-prohibitive for most magazine publishers and they have also been more expensive for us to manage internally. All of those hurdles disappear with PrintReleaf and what we are left with is an extraordinarily simple, earth-friendly solution. This partnership is easily a win-win for all parties and we’re excited to be a part of it.”

Kerri Rosenberg-Hallet
Co-Owner
Publication Printers
NEXT STEPS

1. Sign up for PrintReleaf and activate your account
2. Schedule PrintReleaf training with estimating and sales teams
3. Launch PrintReleaf program with your clients
THANK YOU

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