

Introduction

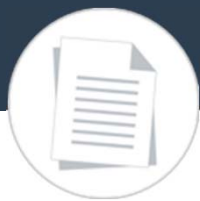
PrintReleaf for Commercial Printers



printreleaf™



Based in Denver,
Colorado (USA)



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 releafed
- 2,500+ standard trees planted per day



Launched the product
live in March 2014



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



2.5 years of research &
development prior to launch



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

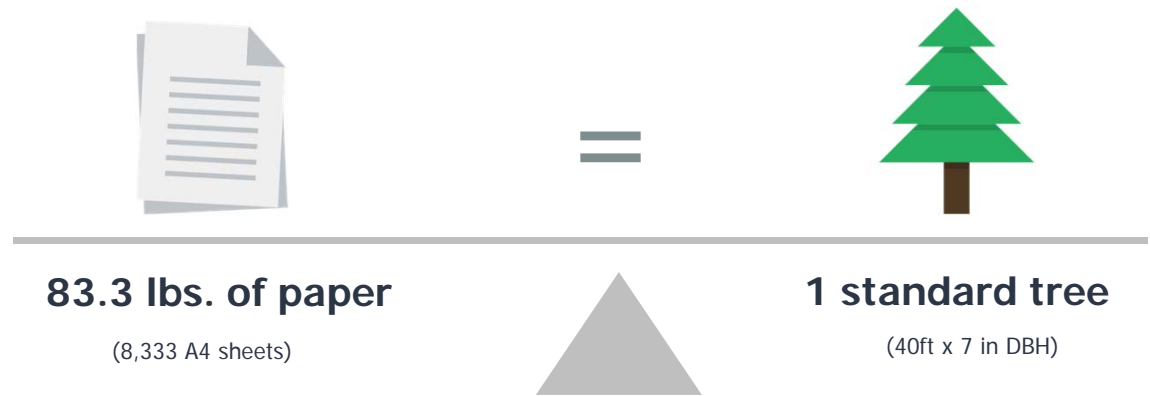


Reforest

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



Dominican Republic
Plant With Purpose



India*
WeForest



Ireland
NuaTree



Canada
One Tree Planted



Madagascar
Eden Projects




Mexico
Plant With Purpose



United States
Trees, Water, & People

PRINTRELEAF COMPARISON

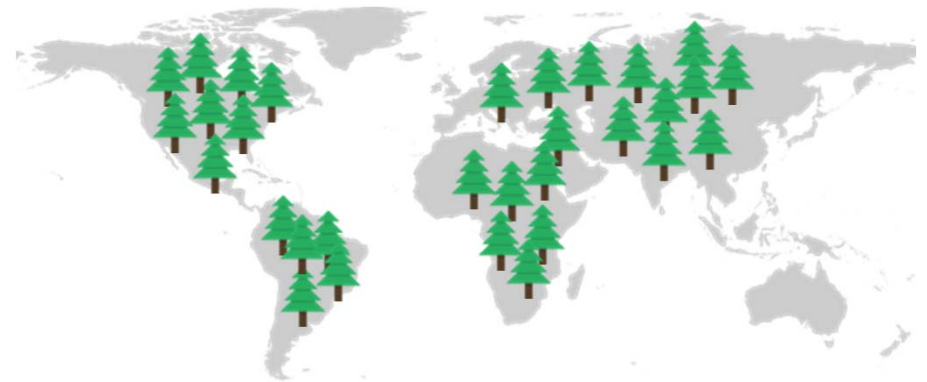
	 printreleaf. <small>CERTIFICATION</small>	FSC / SFI / PEFC
Print job cost premium	1-2% of print job <i>(generally)</i>	2-4% of print job (generally), plus amortization of annual certification cost. ¹
Initial or annual facility audit required	No	Yes, both
Time to issue print job logo/ certification mark	Zero, on demand	24 to 72 hours
Paper Type Application	Any type or stock of paper	Only CoC certified stocks
Software to automate operational workflow	Yes	No
Growth of global forests	Positive	Neutral
Lifetime reforestation certification	Yes	No
Personalized selection of reforestation project	Yes	Not applicable
Tree survival	Guaranteed	Not applicable
Reforestation scope	Global	Global or Regional

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



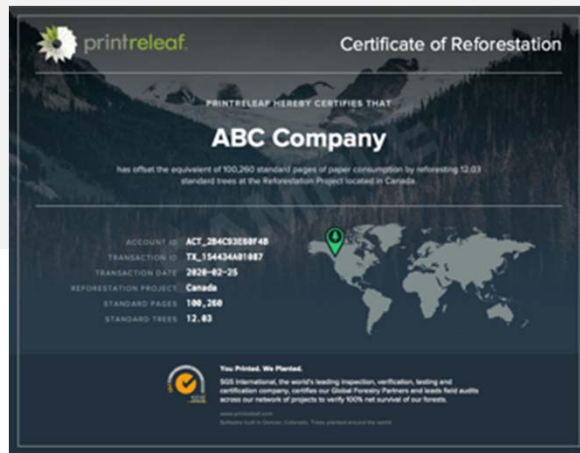
Cloud-based

PRINTRELEAF TECHNOLOGY

PrintReleaf's proprietary cloud technology automatically links paper consumption to equivalent certified reforestation.



PrintReleaf Certificates & Statements



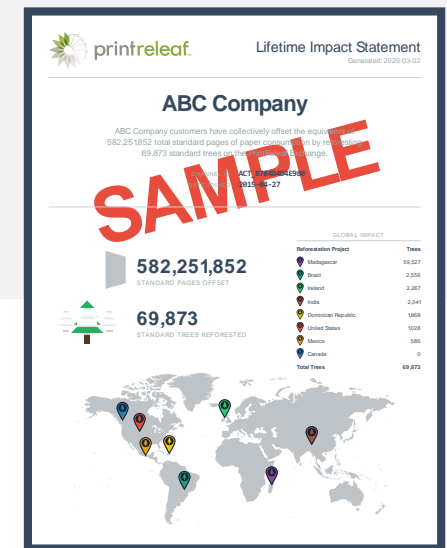
Certificate of Reforestation

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



Lifetime Certificate

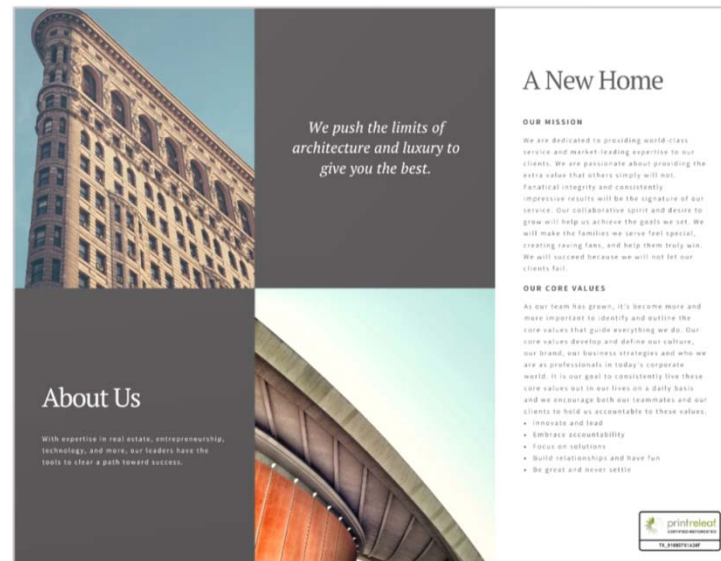
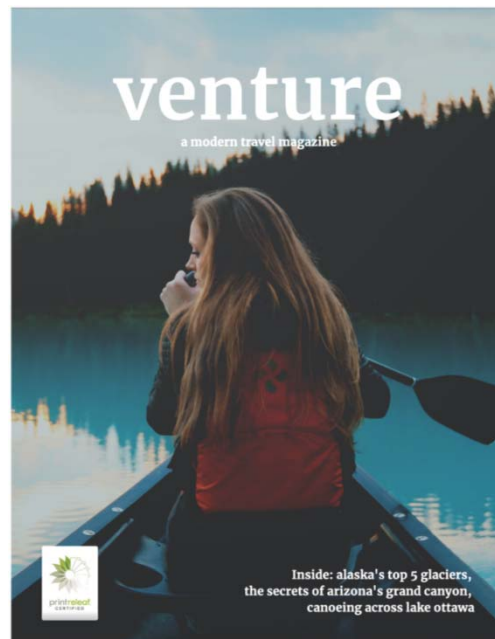
Example Lifetime Certificate
Automatically emailed to End User Clients
every month



Lifetime Impact Statement

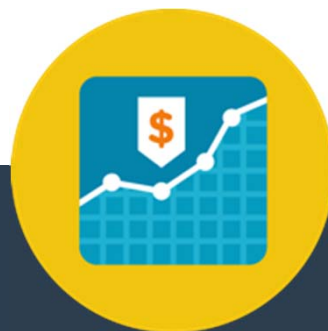
Example Lifetime Impact Statement
Automatically emailed to Printers every month

PRINT JOB ARTWORK



Receive unique PrintReleaf artwork and reforestation ID badge on every print job.

Value



PRINTRELEAF PRICING

PRINTRELEAF STANDARD PRICING			
STANDARD PAGES - 8.5"x11"		WEIGHT	
MIN PAGES	PER PAGE	MIN LBS	PER LB
0	\$0.00040	0	\$0.04000
100,000	\$0.00030	1,000	\$0.03000
1,000,000	\$0.00025	10,000	\$0.02500
2,000,000	\$0.00020	20,000	\$0.02000
4,000,000	\$0.00015	40,000	\$0.01500
10,000,000	\$0.00012	100,000	\$0.01200
25,000,000	\$0.00011	250,000	\$0.01100
50,000,000	\$0.00010	500,000	\$0.01000

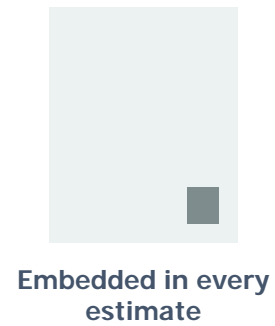
PRINTRELEAF CUSTOM PRICING				Savings Per Tier
STANDARD PAGES - 8.5"x11"		WEIGHT		
MIN PAGES	PER PAGE	MIN LBS	PER LB	
0	\$0.00030	0	\$0.03000	25%
100,000	\$0.00025	1,000	\$0.02500	17%
1,000,000	\$0.00020	10,000	\$0.02000	20%
2,000,000	\$0.00015	20,000	\$0.01500	25%
4,000,000	\$0.00012	40,000	\$0.01200	20%
10,000,000	\$0.00011	100,000	\$0.01100	8%
25,000,000	\$0.00010	250,000	\$0.01000	9%
50,000,000	\$0.00010	500,000	\$0.01000	0%

- one-time setup fee of \$295, \$495, \$995 or Custom for onboarding, training and launch
- monthly fee of \$49, \$79, \$99, \$149 or Custom for unlimited support

What's Included?



Positioning



Itemized Separately

TESTIMONIALS

"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-Hallett

Co-Owner
Publication Printers

"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

Publication
Printers corp.

PRO LABEL
Creative • Technology • People

IMPACTICA
Canada's Online Printer

IMAGE OPT[IONS]



SCHMITZ

uniquelitho inc.

NUMÉRIX
IMPRIMEUR D'EXCEPTION



xerox



indigoink
DIGITAL PRINTING

**ALLEN
PRESS.**



SOLISCO

Emprint
de créativité

**QMC
GROUP**

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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