



printrelease™

# INTRODUCTION



# PRINTRELEAF COMPANY SNAPSHOT



**Based in Denver, Colorado (USA)**



**Launched 'LIVE' in 2014**



**2.5 years of research & development prior to launch**



PrintRelease integrates with your company's existing print software to measure your paper consumption in real time.



PrintRelease Exchange reverse-calculates how many trees were deforested to harvest your forest footprint.



Your forest footprint is automatically reforested at global reforestation projects of your choice.

An aerial photograph of a lush green valley with a winding river. In the background, there are blue-toned mountains under a clear sky. A white rectangular border is centered on the image, containing a red rectangular box with the text "HOW IT WORKS" in white, bold, uppercase letters.

# HOW IT WORKS

# PRINTRELEAF STANDARD & CERTIFYING BODY



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**PRINT RELEAF EXCHANGE - STANDARD**  
PRINT RELEAF EXCHANGE STANDARD FOR  
GLOBAL REFORESTATION PARTNER CERTIFICATION  
PRX-STD-V01.3-INTL



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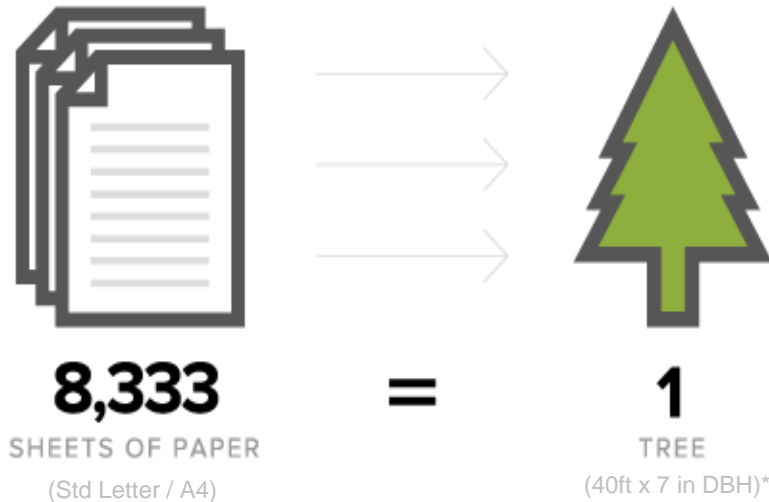
© 2012 PrintRelease, Inc.      PRINT RELEAF EXCHANGE – STANDARD      PRX-STD-V01.3-INTL



The **PrintRelease Exchange Standard** was developed in partnership with SGS International, Industry Experts and Reforestation System Operators to establish a set of requirements to certifiably participate in the PrintRelease Exchange.

# CALCULATE PAPER FOOTPRINT

We reverse calculate paper consumption to determine forest impact and... *we make it actionable.*



Coalition of 100+ Organizations



\*Tom Soder, *Recycled Papers* by Claudia Thompson (MIT Press)

# GLOBAL REFORESTATION PROJECTS



WORLD  
RESOURCES  
INSTITUTE

GLOBAL  
FOREST  
WATCH

Customers decide where to certifiably reforest their consumption across our network of projects, integrated with WRI's Global Forest Watch platform.

## Reforestation Projects

Our network of global reforestation projects

- Forest gain (12-year cumulative)
- Forest loss (annual)



Brazil  
WeForest



Burkina Faso  
WeForest



Dominican Republic  
Plant With Purpose



Ethiopia  
Eden Projects



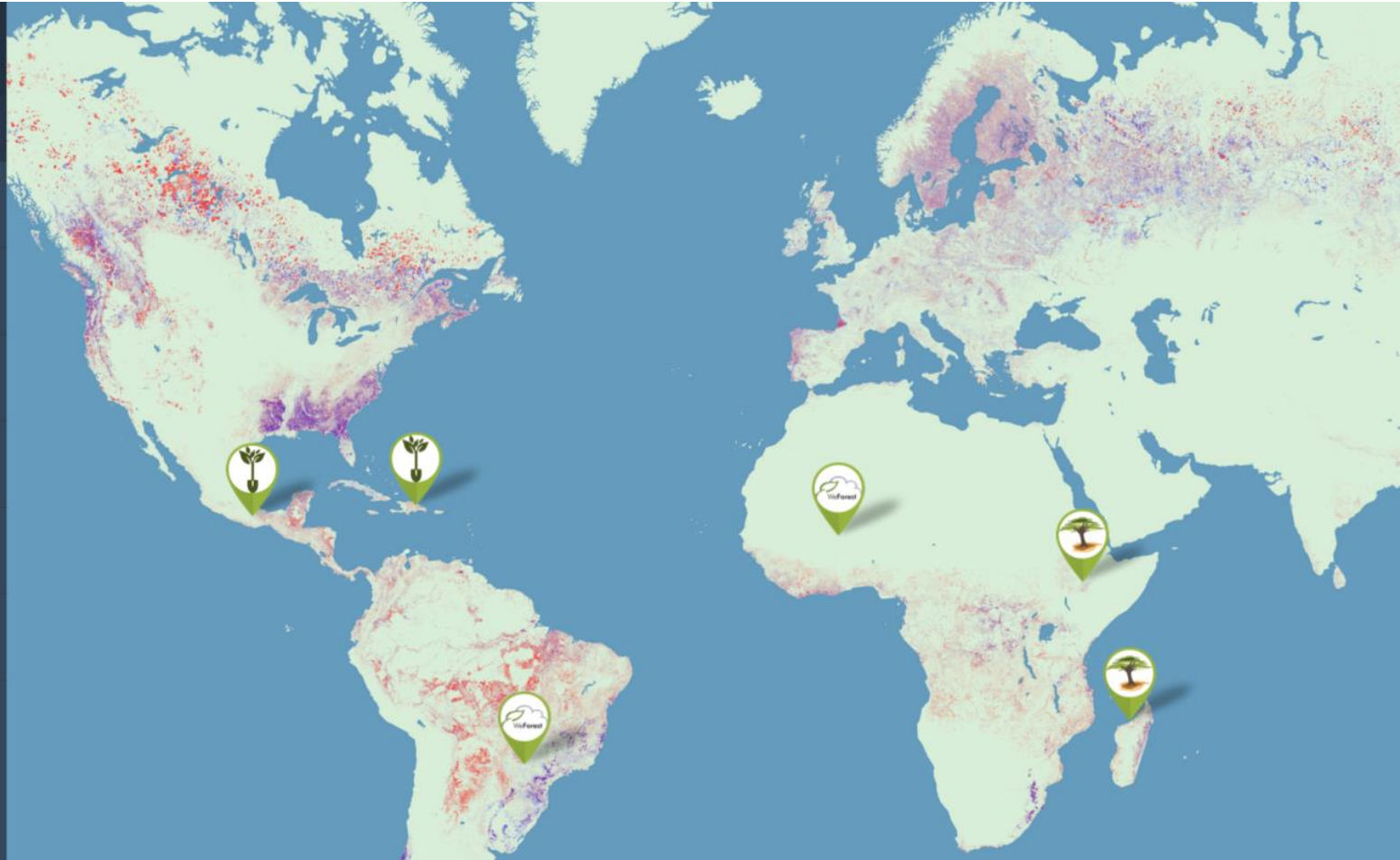
Madagascar  
Eden Projects



Mexico  
Plant With Purpose

### About this map

This map shows global 12-year annual forest loss and gain from Global Forest Watch in partnership with World Resources Institute. The data is the result of time-series analysis by University of Maryland Department of Geographical Sciences of 654,178 Landsat 7 ETM+ images in characterizing global forest extent and change from 2000 through 2012.





# REFORESTATION WITH PRINTRELEAF

In today's marketplace, when trees are harvested for forest based products...



...the best outcome is a neutral impact.

Whereas PrintReleaf ensures, at minimum, a neutral impact or net positive impact.

# PRINTRELEAF TECHNOLOGY

PrintReleaf's cloud technology links paper consumption to automatic reforestation.



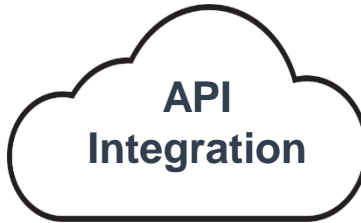


# PRINTRELEAF INTEGRATION

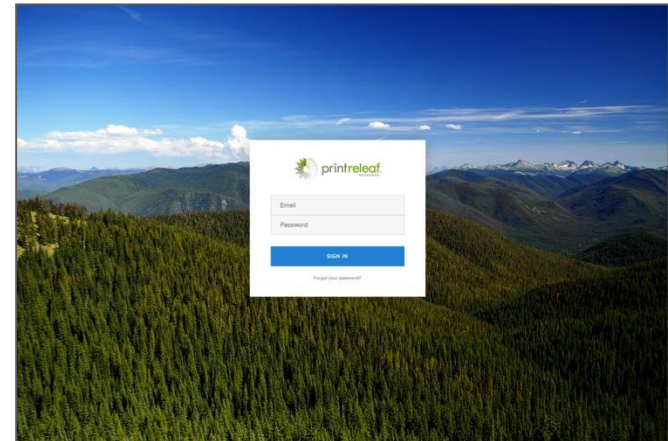
Customer's Devices



Printer Data Flowing into  
**Monitoring Software**





Paper Consumption Data  
Flowing into PrintReleaf



# PRINTRELEAF GLOBAL PROJECTS



Our network of PrintReleaf Certified Global Reforestation Projects.



## Brazil

The Brazilian Atlantic Forest is one of the most ecologically biodiverse places in the world. Yet over the years, human driven activities have led to major habitat loss and forest fragmentation...

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## Burkina Faso

In the Sahel, in the Northeast of Burkina Faso, WeForest contributes to replanting the native forest and reverse the decline in biodiversity affecting the 'Partial faunal reserve of Ansongo-Me...



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## Dominican Republic

Deforestation and poverty are devastating global problems which can't be solved in isolation. Desperate to feed their families, poor farmers in many parts of the world are driven to cut down t...



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## Ethiopia

In Ethiopia deforestation is a serious problem resulting in environmental degradation, drought and famine. Over the years several national and international experts have discussed the issue ex...



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## Madagascar

Madagascar, due to its isolation from the rest of the world, has tremendous biodiversity and high rates of endemic species. 80% of the species of Madagascar are endemic to that country. That ...

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## Mexico

Deforestation and poverty are devastating global problems which can't be solved in isolation. Desperate to feed their families, poor farmers in Oaxaca and Chiapas, Mexico are driven to cut dow...

[View Profile >](#)

# PRINTRELEAF PLATFORM INTERFACE

PrintReleaf Customer UI Demo Link: [www.printreleaf.com/demo](http://www.printreleaf.com/demo)

## My Footprint



# PRINTRELEAF CERTIFICATE



Certificate



PRINTRELEAF HEREBY CERTIFIES THAT



has released 458,337 sheets of paper. 55.00 trees will be planted in the name of ABCD at the Reforestation Project located in Madagascar.

<b>crt_24e8e7fe8100</b> CERTIFICATE ID	<b>07/01/2015</b> ISSUE DATE	<b>458,337</b> LETTER PAGES	<b>55.00</b> STANDARD TREES
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### VERIFICATION TIMELINE



PrintReleaf will make available the Contributed Funds to the Reforestation Partner(s) described in this Certificate within 180 days of the approval date of this certification to the Customer. Partner will use the Contributed Funds to plant the number of trees described on this certificate no later than 360 days from the date that PrintReleaf makes the Contributed Funds available to Partner.

# PRINTRELEAF BENEFITS

## Environmental and Social Impact Built For Scale



### Technology

Our innovative patent-pending technology and engaging user experience is the first of its kind.



### Environmental Restoration

Reforestation provides environmental and ecological restoration where the planet needs it most.



### Certification

Third-party certification, verification, and auditing performed by our certifying body, SGS International.



### Jobs

Reforestation projects provide new jobs to uplift communities and local economies where we plant trees.



### Positive Recognition

Automated promotion to partner and customer social media channels.



### Automation

Completely automated, end-to-end integration from printer to seedling.



**SALES &  
MARKETING  
STRATEGY**



# PRINTRELEAF TOUCH POINTS

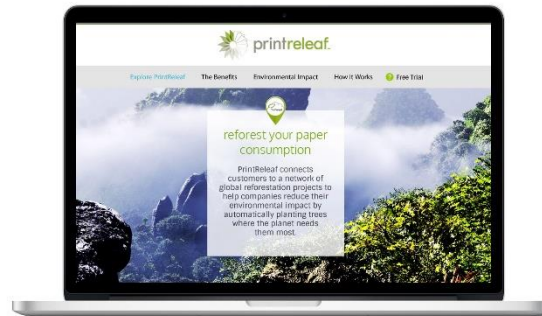
PrintReleaf generates awareness for partners and customers across digital and traditional media.

## DIGITAL MEDIA

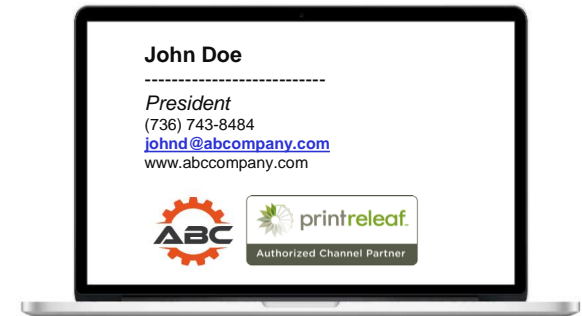
### SOCIAL MEDIA



### WEBSITE



### EMAIL SIGNATURES



## TRADITIONAL MEDIA

### DEVICE LABELS



### PROPOSALS



### INVOICES



# SIMPLIFY THE SALES MESSAGE



## REDUCE

Optimize the Environment & Reduce Cost



## AUTOMATE

Supply Replenishment & Service Dispatch



printreleaf.  
CERTIFIED

## RELEASE

Automate Sustainability for a Net-Positive Print Environment

# VALUE & POSITIONING

## PrintReleaf Value

What is included in the wholesale cost per page?



## PrintReleaf Sales Positioning



Included in click rates in Proposals



Included in click rates in Renewals



Upsell on Existing Long Term Contracts



printreleaf™

For any question: [info@semprebondlux.it](mailto:info@semprebondlux.it)

