



PRINTRELEAF EXCHANGE [PRX]

INTRODUCTION

PrintReleaf is a service which helps customers reduce their environmental impact through a patent pending software platform, the PrintReleaf Exchange [PRX]. PRX connects enterprise printer environments to a network of Global Reforestation Projects. Through PRX, customers certifiably reforest their paper consumption by planting trees where the planet needs them most.

HOW IT WORKS

CONCEPT



PrintReleaf is a service which helps customers reduce their environmental impact through a patent pending software platform, the PrintReleaf Exchange [PRX]. PRX connects enterprise printer environments to a network of Global Reforestation Projects. Through PRX, customers certifiably reforest their paper consumption by planting trees where the planet needs them most.

PrintReleaf guarantees every sheet of paper a customer consumes will be reforested at a rate of 8,333 sheets of standard letter (8.5 x 11" x 20lb paper) per tree (40 ft height x 7 in width). Through PRX, paper is automatically measured and trees are automatically released across PrintReleaf Certified Global Reforestation Projects on a monthly basis to continually offset a customer's environmental impact.

PRX measures paper consumption through technology integrations with popular Managed Print Services (MPS) print monitoring software applications and OEM databases which capture the required paper consumption data (meter data) to drive the Print Releaf service. PRX plants trees through a network of certified reforestation projects located around the world. Once trees are planted, PrintReleaf administers an 8 year audit process to track the progress and survivability of the trees. Third party verification and reporting services are provided by a certifying body (CB) - SGS International – a leading international forestry auditor. The verification process is visible to the customer in PRX to provide transparency and certification. PrintReleaf provides a way for customers to actively participate in sustainable business practices and certifiably replace what they take from the world's forests.

HOW IT WORKS

VALUE

Over the last century, approximately 5 billion acres of land have been deforested or degraded, in part due to tree harvesting for paper manufacturing and consumption.* A mere 10 percent of the world's forests are sustainably certified. However, for PrintReleaf customers, we guarantee to reforest every sheet of paper measured by the PrintReleaf Exchange [PRX]. Regardless of the paper's origin, PrintReleaf either **neutralizes deforestation** or **accelerates reforestation**.

Without PrintReleaf

When trees are harvested for forest based products, most of them are reforested and the cycle continues.



With PrintReleaf

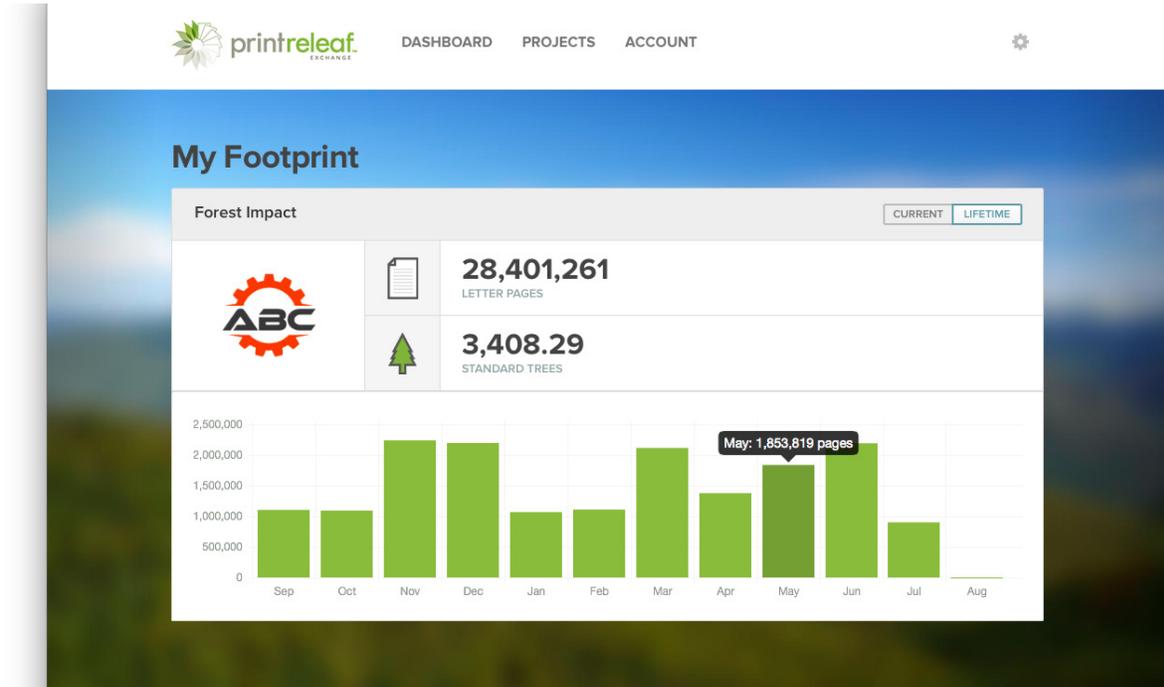
When trees are harvested for forest based products, all of them are reforested 100% every time they're consumed, increasing global reforestation.



**Source: World Resource Institute*

HOW IT WORKS

TECHNOLOGY

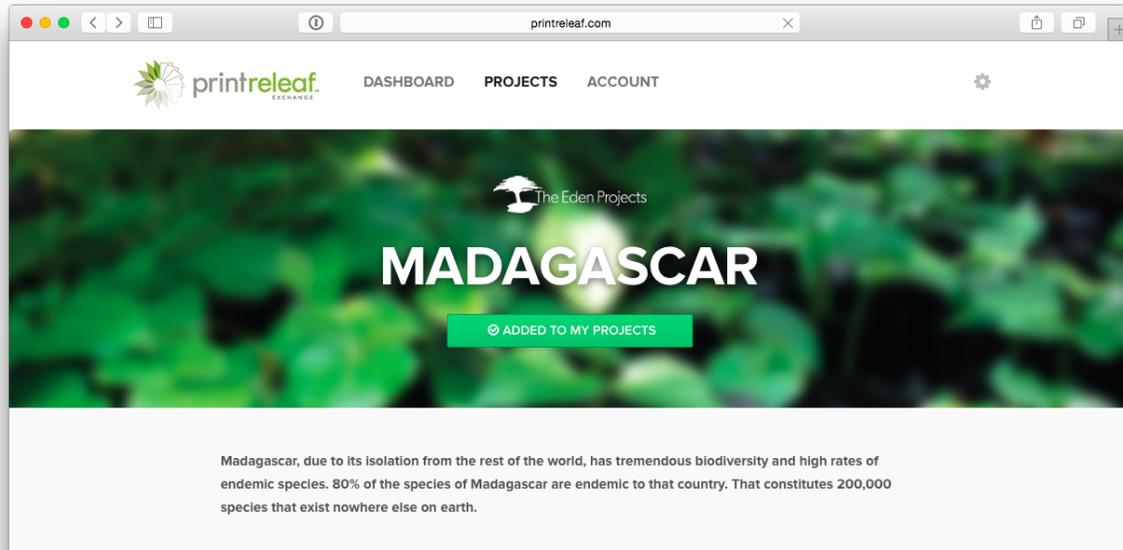


The PRX Customer Dashboard UI

Customers can manage their consumption and reforestation projects through their own online PrintReleaf portal. Paper consumption data is automatically updated within the portal where customers can view their forest impact, select their global reforestation projects where they would like to releaf, and link their PrintReleaf account to social media channels, including Twitter and Facebook, as a means to promote their participation in sustainable business practices. Settings are interchangeable on a continual basis.

HOW IT WORKS

VERIFICATION



A PRX Global Reforestation Partner project page

PrintReleaf has taken great measure to ensure authenticity, transparency, and security by developing the **PrintReleaf Exchange [PRX] Standard**, the industry's first standard for reforesting paper consumption. The standard, established by leading print and forestry experts, is an open and public document which outlines the minimum operational requirements to achieve certification as a PrintReleaf Certified Global Reforestation Partner as well as the verification process to ensure survivability of all newly planted forests. The standard is available to view and download at printreleaf.com. Third party audit and verification processes are administered by SGS International. Customers can be certain that the volume and survivability of trees planted by PrintReleaf's Certified Global Reforestation Partners is accurate and authentic.



All PrintReleaf Certified Global Reforestation Projects are audited by SGS International over an 8-year period to ensure 100% net survivability of trees planted. SGS is the world's leading verification, testing, certification and inspection company and is recognized as the global benchmark for quality and integrity. With more than 78,000 employees, and over 110,000 certificates issued worldwide, they run a network of 1,325 offices and laboratories around the world.

YOUR BENEFIT



REDUCE YOUR **ENVIRONMENTAL FOOTPRINT**

PrintReleaf guarantees to reforest every sheet of paper measured by PRX. By opting in you benefit the environment, customers neutralize deforestation and drive reforestation while strengthening their commitment to sustainable business practices.



AUTOMATE **SUSTAINABILITY**

Developing and adhering to sustainable business practices often requires additional work to implement, measure, report and verify. PrintReleaf provides an easy online means of implementation while automating measurement, action (planting trees), measurement, reporting, and verification.



PLANT YOUR PREFERRED **FOREST**

PrintReleaf enables customers to personally participate in sustainable practices. Customers review and decide where to plant their trees across PrintReleaf's network of Certified Global Reforestation Projects. As trees are planted, customers can track their growth over an eight year period from their own portal.



Connect with
Facebook



Connect with
Twitter

PROMOTE YOUR **IMPACT**

Customers can seamlessly connect and integrate their PrintReleaf account with their Twitter and Facebook accounts to promote their impact and participation in sustainable business practices on social media. When connected, PrintReleaf will automatically syndicate a tweet or post to each platform, respectively, promoting the customer has reforested their paper consumption.