



Marketplace
re:print



Print it Green, Print it With Renewable Energy: An Introduction to the Green-e Marketplace re:print Program

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CRS

center for
resource
solutions

Outline

1. **Introduction to Green-e Marketplace**
2. Overview of Green-e Marketplace re:print
3. Why Green-e Marketplace re:print?
4. Q&A



CRS

center for
resource
solutions



Green-e



Energy
CERTIFIED



Climate
CERTIFIED



Marketplace



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Marketplace

Certification Program for Renewable Energy Purchasers

- Customers must purchase or generate a minimum amount of renewable energy
- Logo can be used on consumer goods manufactured with 100% renewable energy
- Helps demonstrate environmental commitment and use of renewable energy





Marketplace



AVEDA™



Office
DEPOT.



MOHAWK
MOHAWK FINE PAPERS



sappi



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What is re:print?

a renewable energy supply chain
certification for the printing and
paper industry

Current Printing and Paper Certification Programs



Paper & Printing Industries

Paper

- 11% of domestic manufacturing's energy use
- 3rd most energy intensive behind oil/coal manufacturing and chemicals manufacturing

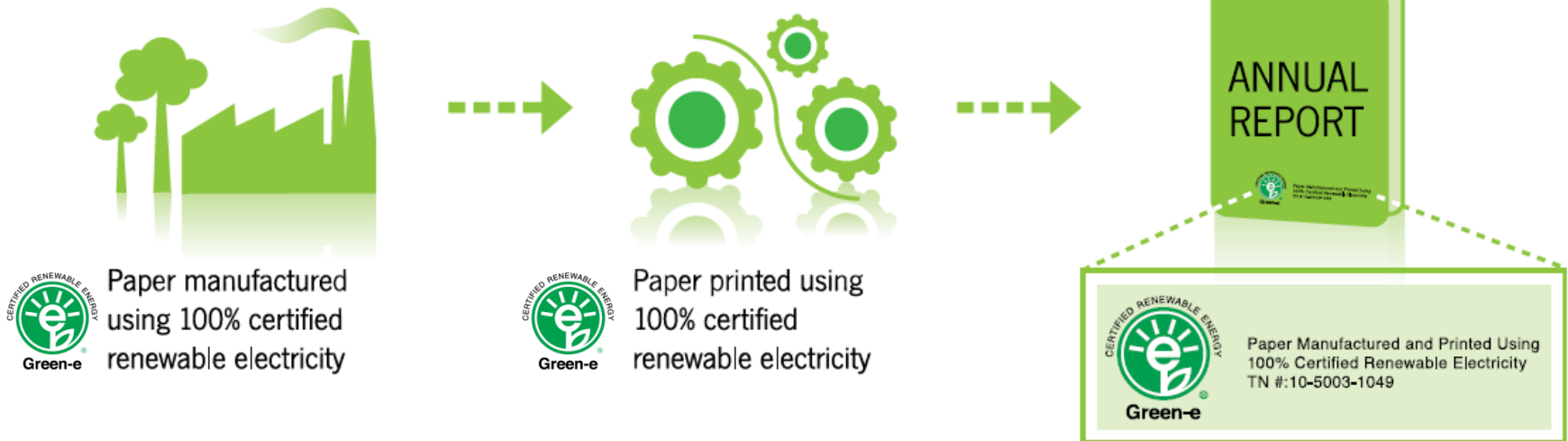


Printing

- \$112 billion industry
- Nearly 1 million employed
- 45 trillion pages printed annually



How it Works



How it Works



Eligible Paper Line



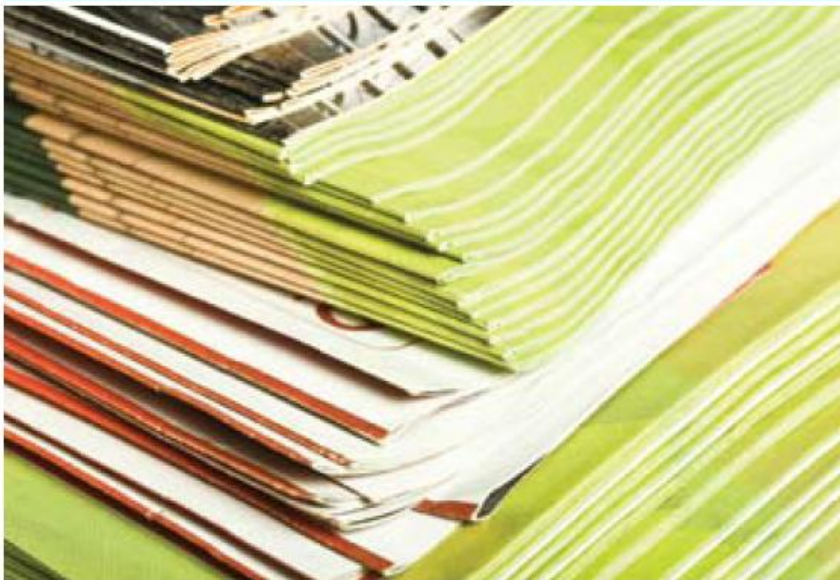
Eligible Printer



Paper Manufactured and Printed Using
100% Certified Renewable Electricity
TN #: 10-5002-1004

Eligible Usage Types

What Types of Printed Collateral are Eligible?



- Annual reports
- Newsletters
- Company brochures
- Magazines
- Books
- Sustainability reports
- Company mailers

Ineligible Usage Types



Products

Product labels

Packaging

Consumer facing goods

Tracking the Claim



Paper Manufactured and Printed Using
100% Certified Renewable Electricity

TN #: 10-5002-1004

Year

Assigned
Printer #

Assigned
Paper #

EnviroPrint USA	5001
J.S. McCarthy	5002
Nicholas Earth	5003
Original Impressions	5006

Grays Harbor 'A'	1001
Grays Harbor 'B'	1002
Sappi 'C'	1003
Mohawk 'X'	1004
Neenah 'Y'	1005
Monadnock 'Z'	1006

Required Documents

Customer Agreement

Customer Agreement

This form is to be filled out by the Customer of the certified Green-e Marketplace Printer.

A. Customer Information

Customer Name: _____
 Customer Contact: _____ Title: _____
 Address: _____ Phone: _____
 _____ E-mail: _____

B. Description of Logo Use

1. Description of one-time logo use request: _____
 2. Name of Green-e Marketplace Printer: _____
 3. Name of Green-e Marketplace Paper Line: _____
 4. Invoice total from printer: \$ _____

C. Terms of Green-e reprint Logo use by Customer

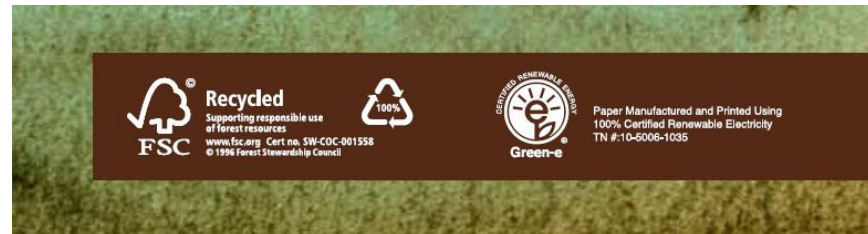
This is a license for a one time display of the Green-e reprint Logo and the claims statement below:

"Paper manufactured and printed with 100% renewable electricity"

Customer agrees this Customer Agreement allows Customer to only display the Green-e reprint Logo in association with this one-time print job. The application of any Green-e reprint Logo, or any part of a Green-e Logo or claim statement with any additional printed materials requires a separate and distinct Customer Agreement. In addition, Customer agrees not use or place the Green-e reprint logo on any part of a commercial product or good except when paper is the main material component of the good or service (e.g. magazines, books, catalogs).

Green-e Marketplace Printer will provide Green-e Marketplace with a visual example (e.g. JPEG, GIF, PDF) of how the Green-e reprint Logo is going to be applied to Customer's printed materials after the completion of the Customer Agreement. Green-e Marketplace Printer will also submit this document to CRS for review.

Example



Fees

Annual Fee for Printer Organizations:

Gross Annual Revenues	Annual Fee*	1 st Year Fee for Sign-up by October 31 st , 2010
Above \$100 million	\$15,000	\$10,500
\$50 million to \$100 million	\$10,000	\$7,000
\$5 million to \$50 million	\$5,000	\$3,500
\$1 million to \$5 million	\$2,500	\$1,750
\$250,000 - \$1 million	\$1,500	\$1,050
\$0 – \$250,000	\$750	\$525

* For printer participants joining before October 31st, 2010, there is a 30% reduction in annual fees for the first year.

Process for Customer

How do I incorporate the Green-e logo into my organization's printed materials?

- 1** **Find** a Green-e Marketplace Certified Printer
(www.green-e.org/reprint)
- 2** **Request** that the printer use a Green-e Marketplace Certified Paper Line
(www.green-e.org/reprint)
- 3** **Sign** a Customer Agreement
(provided by printer)

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Consumer Driven Demand

50% want companies to be more environmentally friendly

54% prefer to buy from environmentally friendly companies

55% want companies to use renewable energy

80% care about the use of renewable energy














21%

Green-e Recognition

BBMG Study: Green-e Recognition at 21% Nationally in 2009

CERTIFICATION SEALS: FAMILIARITY

Now you are going to see some seals or labels that could appear on the packaging of products you buy. Please indicate if you have seen that label or seal before. *Note: Respondents are only shown visual representations of certification seals. (% Responding "yes, have seen")*

	All		All
 (Recyclable)	89%	 (Rainforest Alliance Certified)	17%
 (Energy Star)	87%	 (Certified Humane Raised and Handled)	14%
 (USDA Organic)	62%	 (LEED or Green Building Certified)	12%
 (Smart Choice)	45%	 (Cruelty Free/Leaping Bunny Certified)	11%
 (Green-e)	21%	 (Marine Stewardship Council Certified)	11%
 (Whole Trade Guarantee)	19%	 (Forest Stewardship Council Certified)	6%
 (Fair Trade Certified)	18%		

Benefits

**What are the benefits
of using re:print?**



Reduce Printing Footprint

**Demonstrate commitment
to renewable energy**

**Association with well
known 3rd party
certification**

**New business
opportunities**

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Green-e

Marketplace re:print

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