



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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# Outline

1. **Introduction**
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**



# 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

NEENAH PAPER INC



sappi



M  
MILLIPORE



GRAYS HARBOR PAPER  
people | paper | planet



Santa Cruz  
GROWER CERTIFIED  
FACILITY CERTIFIED  
PRODUCT CERTIFIED  
ORGANIC

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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



Centered on Forest Management

# Paper & Printing Industries

## Paper

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



## Printing

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



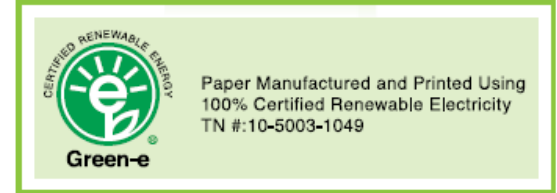
# How it Works



Paper manufactured  
using 100% certified  
renewable electricity



Paper printed using  
100% certified  
renewable electricity



# 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 <sup>st</sup> Year Fee for Sign-up by October 31 <sup>st</sup> , 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 31<sup>st</sup>, 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](http://www.green-e.org/reprint))
- 2** **Request** that the printer use a Green-e Marketplace Certified Paper Line  
([www.green-e.org/reprint](http://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 a  
nationally recognized, 3<sup>rd</sup>  
party certification

New business  
opportunities

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**CONTACT US TODAY**

**Green-e Marketplace re:print**

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