



# Bulletin

Idealliance Monthly News

December 2017 • Volume 2, No. 11

## PrintReleaf Forest Stewardship Service Joins Member Advantage Program

**PrintReleaf** has joined the Idealliance Member Advantage Program (MAP) and will make its worldwide reforestation services available to Idealliance members at a discount. PrintReleaf's automated monitoring can help Idealliance members offset paper consumption with tree plantings at select worldwide forest sites.

PrintReleaf collects paper consumption data via third-party software integrations regardless of the origin of the paper or how it is used. Print customers select where they would like their print job 'releafed' through the PrintReleaf network of certified reforestation projects. The patented PrintReleaf technology tracks paper consumption and monitors PrintReleaf reforestation partners to ensure fulfillment.

"Idealliance is delighted to provide this innovative environmental stewardship program to all our members worldwide," says Idealliance Senior Vice President, Sales Dean D'Ambrosi. "Since PrintReleaf monitors paper consumption automatically, members won't have to track their own paper usage, and they can let their customers know that they are taking part in an environmentally responsible program that offsets their paper consumption via reforestation projects at certified sites. And, as Idealliance members, they can do all this at a discount."



**printreleaf™**

"PrintReleaf is pleased to make our certified reforestation service available to Idealliance

members," says PrintReleaf Founder and Chief Executive Officer Jordan Darragh. "As a participant in the Idealliance Member Advantage Program, PrintReleaf will offer Idealliance members in good standing a discount from its published reforestation rates and enable them to avoid the financial and operational headaches often associated with other forest stewardship programs.

"Print buyers, publishers, and brand owners will be happy to know that paper usage is being translated into reforestation at

worldwide sites via a certified, verified, and economical process," he adds.



PrintReleaf has designed and built the world's first platform to automate global reforestation for paper-based products. Through integrations with market-leading software applications, it accurately measures paper consumption on-demand and its cloud-based infrastructure and application programming interfaces enable seamless integration and limitless scalability.

### Select Your Site

A customer's paper footprint is represented by the aggregate total of its paper consumption across all sources over time. Customers then select where to reforest an equivalent of their consumption in a network of PrintReleaf Certified™ Global Reforestation Projects.

Current projects include sites ranging from Brazil and the Dominican Republic to India and Madagascar, and include planting pine trees in Oaxaca and Chiapas states in Mexico, various oak species at the Glendun Oak Woodland in Ireland, and ponderosa pines at the Oglala Lakota Native American Reservation in South Dakota.

For more information on the PrintReleaf discount program for Idealliance members, contact Jordan Darragh at (303) 419-4463 or [jdarragh@printreleaf.com](mailto:jdarragh@printreleaf.com) or Idealliance Membership Coordinator Donna Komlo at (703) 837-1060 or [dkomlo@idealliance.org](mailto:dkomlo@idealliance.org).

The Idealliance Member Advantage Program offers members discounts on products and services from more than two dozen leading industry vendors and business service providers, from pressroom equipment and mailing software to shipping services and insurance. [Click here](#) for a full list of MAP participants and their discount offers.