

PrintReleaf Partners with veritree, Growing Tech-forward, Global Environmental Impact

Boulder, CO, USA

January 7, 2025 - PrintReleaf, the leading provider of sustainability solutions for the printing and packaging industries, is announcing its newest strategic partnership, with veritree, a restorative technology platform dedicated to building a sustainable future through verified reforestation, and focused on increasing transparency in the verification process of global reforestation projects.

As a PrintReleaf certified forestry partner, combined with its own data-driven commitment to verification of planting success and survival, veritree is in a unique position to partner with PrintReleaf, and to bring a streamlined approach to new reforestation projects that will soon become available for PrintReleaf partners and their customers.

PrintReleaf developed the first industry standard to lead the printing and packaging industries towards a more sustainable future. Inherent in this standard is not just the vetting and certification of our forestry partners, but also the verification that all trees have been planted and are periodically audited to ensure 100% net survival. It has always been of utmost importance that every tree contributes to the equivalent of customers' paper consumption, and continues to grow into a tree that reaches maturity to offer benefits for generations to come, in forests dedicated to conservation and restoration.

This collaboration marks a step toward ensuring greater accountability and measurable impact in global reforestation efforts. By integrating veritree's data-driven tools such as 3D survivability plots, live cameras and geospatial technologies including LiDAR, satellites and drone mapping; along with blockchain-based verification to avoid risks of double counting impact, PrintReleaf customers will have visibility into the progress and success of these reforestation projects.

"Partnering with veritree strengthens our commitment to delivering meaningful, measurable, and transparent solutions to our partners and their customers," said Jordan Darragh, CEO and Founder of PrintReleaf. "We're excited to bring veritree's innovative technology into our ecosystem to further empower companies in meeting their sustainability goals while fostering trust and accountability in their environmental efforts."

Through this partnership, PrintReleaf will leverage veritree's on-the-ground monitoring and verification capabilities to provide real-time data on tree-planting projects. This ensures not only the survival and growth of planted trees but also the restoration of ecosystems and support for local communities.

“PrintReleaf has set an exemplary standard as a pioneer in sustainability solutions for the printing and packaging industries,” said David Luba, Head of Partnerships & Cofounder at veritree. “We applaud their dedication to transparency and measurable impact, which continues to inspire action across industries. By integrating their trusted platform with veritree’s verification tools, we’re collectively enhancing opportunities for businesses to take meaningful, accountable steps toward restoring the planet.”

Both companies share a vision of scaling restorative practices while fostering corporate accountability and positive environmental impact. PrintReleaf customers will now benefit from additional reforestation projects, increased insights into the environmental outcomes of their sustainability efforts, and continued assurance that they are making verifiable positive impact for the planet and communities.

**** About PrintReleaf ****

PrintReleaf helps companies meet their sustainability goals by automatically reforesting the equivalence of their paper and fiber-based materials consumption and offsetting the carbon emissions associated with their paper and packaging products, and now the carbon emissions of the whole fleet. PrintReleaf empowers companies to make a positive impact on the environment and foster brand differentiation: committing to meet sustainability goals wins new customers and is good for the planet and the bottom line. www.printreleaf.com

**** About veritree ****

veritree is a data-driven, restorative platform that connects nature-based solutions with mission-driven companies ready to lead the restorative economy. With on-the-ground monitoring and blockchain verification, veritree improves transparency and trust through data and tools that revitalize ecosystems, strengthen communities, and build climate solutions. veritree scales consumer-centric programs between planting organizations and corporations around the world. veritree's mission is to restore the planet - planting and verifying one billion trees within the decade. For more information, visit veritree.com.

Media Contact

Julie Ach
Senior Marketing Manager, PrintReleaf
jach@printreleaf.com

