

PRESS RELEASE

Driving Innovative Carbon Offset Solutions with Xerox

Boulder, CO. USA, December 2, 2024 - PrintRelease is proud to announce its partnership with Xerox is expanding, as they embark on their innovative and industry leading Verified Carbon Neutrality Service for managed print services (MPS). Xerox has a history of leadership in the print industry, and once again, with its sustainability offerings for its clients, it is empowering them to attain higher sustainability goals.

In collaboration with Xerox, PrintRelease has developed the logistics necessary to drive sustainability in MPS ahead, making it possible for Xerox clients around the world to work towards carbon neutrality for their printer fleets. This is the first of its kind in the print industry — MPS offering third party verification according to the ISO 14068 Carbon Neutrality standard. PrintRelease will issue a certified mix of carbon offset types, including reduction and avoidance, and vintages, in compliance with the standard.

Since 2018, PrintRelease has provided Xerox accounts with its legacy reforestation service, used to offset the biomass of the equivalent number of trees used to produce the paper consumed. As of 2022, Xerox accounts have also had the option to add carbon offsets, addressing the emissions associated with the production of the paper running through an MPS printer fleet. It is typically determined that paper carbon emissions account for upwards of 50% of the total emissions associated with printer use.

To push further towards carbon neutrality, it is necessary to assess a broader scope of the carbon emissions associated with printing, across the entire lifecycle of a printer fleet. With this new chapter of the partnership, PrintRelease will now facilitate Xerox clients in offsetting emissions associated with a more robust accounting of the carbon emissions of a fleet, from manufacturing, to shipping to warehouses, transporting devices to clients, the energy used in running those devices and the recycling and disposal management of the devices at the end of their useful life.

Wendi Latko, Vice President of Environment, Health, Safety and Sustainability at Xerox says, “We are thrilled to expand our partnership with PrintRelease to include procurement of carbon credits that meet new ISO 14068 criteria for offsetting printer life cycle emissions. The partnership enables Xerox to further help our clients meet their broader sustainability objectives.”

PrintRelease looks forward to its continued partnership with Xerox as their Verified Carbon Neutrality Service is rolled out to its customers and is pleased to contribute to the innovative sustainability solutions that the printing industry is poised to adopt. Keeping sustainability simple and streamlined has always been part of the goal, so that sustainable printing is both accessible and achievable.



****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

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