

FOR IMMEDIATE RELEASE

PRINTERS CONVERT TO GREEN PRINTING WITH NATUREOFFICE USA

German company expands to U.S.; helps printers develop sustainable green business models

Henderson, Nevada – (August 23, 2010) – [natureOffice USA](#), specialists in voluntary climate protection, is proud to announce the launch of new programs that help printers convert to [green printing](#) and become [carbon neutral](#). Founded in Germany in 2006, natureOffice USA works hand-in-hand with printers to help them develop [sustainable](#) green business models. The company, which recently opened headquarters in Henderson, Nevada, also creates [carbon offset](#) projects.

It's no secret that the printing industry has a major impact on the environment. From forestry and water to [carbon dioxide emissions](#), printers are heavy users of resources and significant polluters. Today, printers and their customers are seeking [green printing](#) methods that are environmentally sound and cost-effective. The natureOffice USA program offers both, as well as employee engagement and education.

natureOffice USA begins with a full audit of the printer's carbon footprint . They design an action plan for decreasing energy, water and raw materials use, as well as reducing shipping, waste, and carbon dioxide and greenhouse gas emissions. Printers purchase certified [carbon credits](#), including [renewable energy sources](#) with no emissions, to mitigate processes that cannot integrate sustainable practices. When a printer completes the natureOffice USA program, they are qualified as a 100 percent carbon neutral print shop.

“Carbon neutral printing with the natureOffice USA program provides both environmental benefits *and* cost-savings, and is easily integrated into long-term growth strategy,” said Erwin Hudelist, president, natureOffice USA.

natureOffice USA is also taking action to improve the way Americans buy carbon credits. Unlike Europe, the United States has no recognized standard for carbon credits. Buyers have no guarantee that credits are sold once and apply to a certified project.

natureOffice USA develops [carbon offset](#) projects that offer the ability to track credits through a database. All natureOffice USA projects are certified to European standards, including the Native Forest (Koa) [Reforestation](#) project in [Hawaii](#). Each offset (credit) has a unique tracking number; making it the most transparent carbon offset system available today.

About natureOffice USA

natureOffice USA supports businesses in all aspects of voluntary climate protection. natureOffice USA provides consulting and product solutions for developing carbon dioxide reduction strategies, employee education and energy efficiency, as well as the development of certified carbon offset projects. Visit www.natureoffice.com/us/.

Media Contact:

Puja Hudelist

1-888-975-1333

ph@natureoffice.com

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