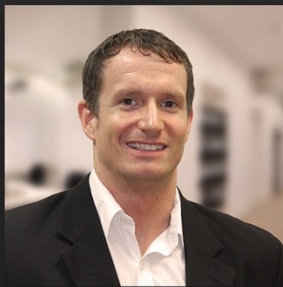


Using Sustainability As A Competitive Advantage





Your Industry Experts



AJ BRASEL

SVP Sales



STEVE NOYES

SVP Global &
Public Sector Sales



KELI POSCH

Director of
Marketing & Sustainability



Agenda

- What is the sustainability opportunity?
- Where to find target audience?
- What is the pitch?
- Available resources
- Q&A





What is the Opportunity for Sustainability?

The global sustainability market size was valued at \$10.32 billion in 2020 and is projected to reach **\$74.64 billion by 2030**.

In 2021, HP tracked over **\$3.5 billion** in new sales in which sustainability criteria were a known consideration.

Why Sustainability Now?

Increased Environmental Awareness Private & Public Sector Initiatives

Where is the Sustainability Opportunity?



PUBLIC SECTOR



**COMPANIES WITH
PE INVESTMENT**



Organizations With
**SCIENCE-BASED
SUSTAINABILITY
TARGETS**



**SUSTAINABILITY
DEPARTMENTS**



**PUBLICLY-TRADED
COMPANIES**

Public Sector – Increasing Regulations & Commitments

Federal

President Biden has issued over 30 Executive Orders on Environmental Initiatives

- Net-zero emissions from federal procurement and overall federal operations by 2050, including a 65 percent emissions reduction by 2030.

State & Local

California SB54

- By Jan. 1, 2028, at least 30% of plastic items sold, distributed or imported into the state are recyclable. By 2032, that number rises to 65%

City of LA resolution to ban single use printer cartridges

Higher Education

- **AASHE** – Association for the Advancement of Sustainability in Higher Education



Best Business Targets



- **Publicly-traded companies**
 - SEC proposal for mandated ESG reporting & metrics
 - **ESG** = Environmental, Social, Governance
- **Companies with PE investment**
 - "Climate risk is investment risk." Larry Fink, CEO, BlackRock
- **Organizations with science-based sustainability targets**
- **Industries with largest environmental targets**
 - Food and beverage, transportation, technology hardware, apparel, finance, utilities and oil and gas



Growth of Sustainability Departments

 **25,000+**
PEOPLE IN THE US

Now Have **Sustainability** In Their Title

- Chief Sustainability Officer
- Sustainable Procurement
- Director / Manager of Sustainability
- Zero-Waste Program Manager
- Environmental Program Specialist



Gaining greater
influence into the
purchasing process
and can serve as an
advocate, influencer

Best scenario is both
procurement &
sustainability in the
same room

Where to Find Sustainability Targets



The Association for the Advancement
of Sustainability in Higher Education



Communicating the
Remanufactured
Toner Cartridge
Value Proposition



Educating Customers on the Types of Printer Cartridges

OEM

- Can be recycled, remanufactured
- In many cases coming from overseas
- More expensive than other options



Compatibles/Clones

- Imported
- Subpar manufacturing
- Many fail to meet health and safety regulations & contain carcinogens
- Cannot be remanufactured or recycled & end up in US landfills



Remanufactured

- Re-use an existing OEM cartridge
- Support a circular economy
- Consume less natural resources
- Lower carbon footprint
- Support North America economy



The Environmental Impact of Single-Use Printer Cartridges

Number of cartridges entering
U.S. landfills each year:¹

350,000,000



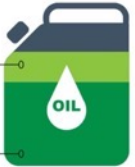
How much metal and plastic
EACH cartridge adds to a landfill:²



How much oil it takes to produce the
plastic in a new-build cartridge:³

2.5 ounces
per ink cartridge

3.5 quarts
per toner cartridge



What percentage of toner
cartridge components can
be recycled:⁵



97%

How long each cartridge takes to decompose:

1,000 years



The Circular Lifecycle of a Clover Imaging Remanufactured Printer Cartridge

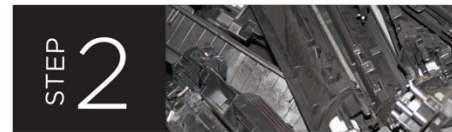
Recycling is Good, Reuse is Even Better!



What if a printer
cartridge can't
be reused?



Cartridge Evaluation



Cartridges Disassembled



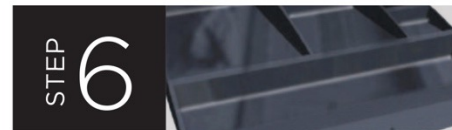
Cartridges Sorted



Grinding



Plastic Ready For Use



New Product Development

New!

Comparative Life Cycle Assessment (LCA)

Here are some of the key findings from
the third-party, peer reviewed LCA:



Clover Imaging Remanufactured Black Toner Cartridge Compared to OEM Equivalent Cartridge



CARBON FOOTPRINT ⁱⁱ

53%
LESS CARBON



ENERGY FOOTPRINT ⁱⁱⁱ

59%
LOWER ENERGY



NATURAL RESOURCES ^{iv}

52%
LESS IMPACT



HUMAN HEALTH ^v

66%
LOWER IMPACT



CARBON FOOTPRINT ⁱⁱ

49%
LESS CARBON



ENERGY FOOTPRINT ⁱⁱⁱ

52%
LOWER ENERGY



NATURAL RESOURCES ^{iv}

40%
LESS IMPACT



HUMAN HEALTH ^v

70%
LOWER IMPACT



www.cloverimaging.com/LCA



Send Your Cartridges Back to Clover for Reuse

When your printer cartridges are empty, simply send them back to Clover Imaging to give them another useful life. Our program is designed to ensure that every component of a printer cartridge is either reused or responsibly recycled.

Working together we can reduce the environmental impact of office printing!



**PLEASE
RECYCLE
YOUR
PRINT
CARTRIDGES
HERE**



CLOVER
IMAGING GROUP

www.cloverimaging.com

Collections Sustainability Reporting

Example Sustainability Report

Impact Summary

Type Desc	Total Qty	Total Pounds
InkJet	4300	767.39
Laser/Toner	9533	31557.41
Miscellaneous	17	4.25
Phones	0	0.00
Printer Components	291	2473.50

End-of-Life Solution (Pounds)

Reused
34802.55

Equivalency Results

Your companys information entered above is Equivalent to one of the following statements:
Annual greenhouse gas emissions from 8.89 passenger vehicles
CO2 emissions from 4632.28 gallons of gasoline consumed
CO2 emissions from 95.74 barrels of oil consumed
CO2 emissions from 0.54 tanker trucks' worth of gasoline
CO2 emissions from the electricity use of 6.97 homes for one year
CO2 emissions from the energy use of 4.75 homes for one year
Carbon sequestered by 686.12 tree seedlings grown for 10 years
Carbon sequestered annually by 53.46 acres of pine or fir forests
Carbon sequestered annually by 0.28 acres of forest preserved from deforestation
CO2 emissions from 1715.29 propane cylinders used for home barbeques
CO2 emissions from burning 0.23 railcars' worth of coal
Greenhouse gas emissions avoided by recycling 14.00 tons of waste instead of sending it to the landfill
Annual CO2 emissions of 0.00 coal fired power plants

Reduce Your Carbon Footprint even more with PrintReleaf



PrintReleaf offsets the environmental impact of your paper consumption by planting a tree for every 8,333 pages printed.

Easily integrates with Clover's MPS remote monitoring software

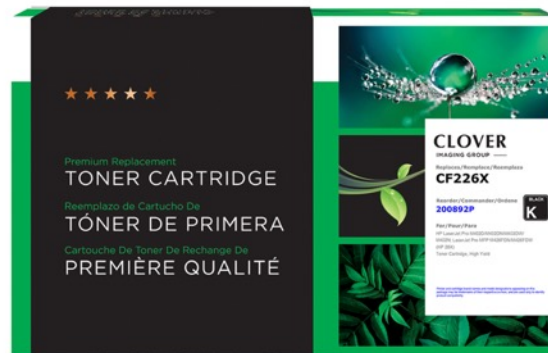
Monthly reporting enables you to document your sustainability achievements

Since 2015, Clover & our customers have reforested over 700,000 trees!





MSRP PRICE: **\$216.99**



MSRP PRICE: **\$121.99**



If your office uses 70 cartridges annually,
YOU SAVE \$6,650 IN JUST ONE YEAR



How Can We Collaborate to Advance Office Printing Sustainability

Assist SLED with drafting Environmentally Preferred Purchasing Policies

Advocate Procurement For Reman Spec'd On RFPs

Pre-Award Bid Protests

- The terms “compatible” and “remanufactured” are not interchangeable. Dealers can successfully submit pre-award bid protests under the criteria of “ambiguous language.”

Education & Marketing for End Users

- Presentation
- Environmental Calculator
- Partner Marketing Portal





Clover's Partner Marketing Portal





Each One Of Us Can Make A Difference!

Next Time Your Order, Choose Clover Imaging Remanufactured Printer Cartridges





 Savings Up To **40%**

 Supports U.S. **JOBS** & Economy

 **100%** Performance Guarantee

 **50% LOWER** Environmental Impact Than Single Use Plastics

Clover Certifications

- 
- 
- 
- 

Working together we can reduce the environmental impact of office printing!

Contact Info Goes Here



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DID YOU KNOW? Working together we can reduce the environmental impact of office printing! ➡

Number of cartridges entering U.S. landfills each year:¹ **350,000,000**



How much metal and plastic EACH cartridge adds to a landfill:⁴



What percentage of toner cartridge components can be recycled:⁴



Next time you order printer cartridges, demand reman and help us reduce the environmental impact of office printing!

Contact Info Goes Here

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How much oil it takes to produce the plastic in a new-build cartridge:²



How long each cartridge takes to decompose:³



COMPLETE THE CIRCLE

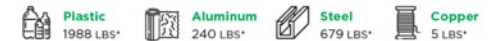


Working together we can reduce the environmental impact of office printing!

Did you know that every year over 350 million printer cartridges end up in U.S. landfills? You can make a difference and keep 2 lbs of waste of a landfill just by recycling your printer cartridge when it's empty.

The Impact We Make Is Real

If we recycle 1,000 printer cartridges this year we will have recycled 3310 lbs of materials including:



Don't forget to drop empty printer cartridges in the collection boxes so they can be recycled and given another useful life.

Contact Info Goes Here



—
Q & A
—





CLOVER IMAGING PRINTER CARTRIDGES

SUSTAINABLE • RELIABLE • AFFORDABLE

MAKE THE SWITCH TODAY!

A close-up photograph of several large, green, deeply lobed Monstera leaves, showing their characteristic fenestrations. The leaves are set against a dark background.

Thank You!
