



The following chart outlines a description and details of the PrintReleaf Certification standard as well as comparative details for existing conventional Chain of Custody (CoC) certification standards. PrintReleaf Certification provides a guarantee to reforest paper consumption back into the natural environment. Existing Chain of Custody certification provides supply chain assurance and knowledge that paper was made from sustainable sources. PrintReleaf certification may be applied independently of or in combination with CoC Certification.

Certification Description

Full name	PrintReleaf	Chain of Custody Certification
Primary focus	Paper used by printers, print customers, and converters	Chain of custody for lumber and paper
Description	Automatically plants trees equivalent to the paper used by printers and converters. Plantings certified by independent agency. Several global reforestation sites available.	Provides supply chain assurance through standards. Encourages the use of wood and paper from certified sustainable forests.
Guarantees	PrintReleaf warrants that the paper measured is reforested back into the natural environment. PrintReleaf guarantees an eventual 1:1 replacement of paper:biomass. Net impact is, at minimum, neutral – and often positive.	Generally warrants that certified paper came from a sustainable well-managed source (forest or plantation). Net impact is neutral.

Certification Features

Annual certification fees	No	Yes
Print job cost premium	1-2% of print job (generally)	2-4% of print job (generally), plus amortization of annual certification cost. <sup>1</sup>
Initial or annual facility audit required	No	Yes, both
Time to issue print job logo/certification mark	Zero, on demand	24 to 72 hours
Paper Type Application	Any type or stock of paper	Only CoC certified stocks
Software to automate operational workflow	Yes	No
Growth of global forests	Positive	Neutral
Lifetime reforestation certification	Yes	No
Personalized selection of reforestation project	Yes	Not applicable
Tree survival	Guaranteed	Not applicable
Reforestation scope	Global	Global or Regional

<sup>1</sup>Information sourced from multiple CoC Certified commercial printers.

