

# CASE STUDY SUSTAINABILITY SOLUTIONS FOR MPS



## Fleet MPS Makes Sustainable Printing The Default for Its Customers

Dedicated to sustainability and a streamlined user interface, PrintReleaf offers Fleet MPS and its customers sustainable printing options to offset the environmental impact of the paper consumption inherent in Managed Print Services (MPS), with automated, environmental offsets, including both certified global reforestation and verified carbon offsets.

### Goals:

- 1** Demonstrate the power of partnership in responsible, sustainable printing
- 2** Show how Managed Print Services providers engage new and existing clients on the basis of the PrintReleaf sustainability solution, aligning the brand with positive environmental impact
- 3** Highlight how partnering with PrintReleaf helps Fleet MPS easily leverage sustainability goals and start telling their important sustainability story: by planting trees to offset paper consumption, they, with their customers, are contributing to net-positive reforestation.

### Summary:

Fleet MPS is dedicated to offering its customers a sustainable approach to printing, while providing its primary service of integrating and securing document printing. Fleet MPS helps businesses transform by utilizing the latest business technologies, including integrating sustainable printing practices.

For Fleet MPS, the partnership with PrintReleaf means that all of the heavy lifting of environmental offsets is not only taken care of, but is being addressed to the highest level of industry standards, and audited by well regarded international industry expert, SGS International.

# A Commitment to Sustainable Printing: The PrintReleaf Partnership Helps Fleet MPS Stand Out for All the Right Reasons

When Fleet MPS speaks to new and existing clients, they demonstrate their seamless commitment to sustainability and to making a positive impact on the world's forests. PrintReleaf checks an important sustainability box for their current customers and future prospects, who are looking for responsible and sustainable business practices. **Beyond making certain to print only what is necessary on devices that are energy efficient, addressing the paper consumption which is necessary in business, is an important part of sustainable printing.**

PrintReleaf has helped take Fleet MPS to the next level, enabling us to differentiate from our competitors not just as a print provider but as a responsible company who cares for the environment. PrintReleaf's innovative technology allows us to offer our customers something new and exciting to complement our excellent service. This has helped us to build even greater relations with our customers making us both feel positive for the impact we have on the planet.

**Ben Calthrop, Managing Director at Fleet MPS**

## A Solution Based on Science and Technology: How PrintReleaf Works

MPS customers harness PrintReleaf's patented technology that starts by calculating how many trees were harvested to produce the paper consumed. Utilizing tech integrations with multiple 3rd party integrators, including Xerox XSM, data transfers are seamless and convenient. Certified forestry partners then plant the equivalent number of trees in forests around the world.



Measure



Calculate



Offset



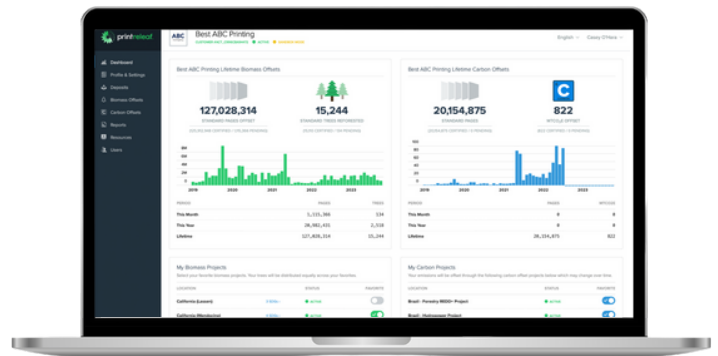
# Engaging with PrintReleaf's Sustainability Platform

Customers can monitor their usage in their dedicated PrintReleaf user dashboard, where they can track their environmental impact, view how many trees they've planted and where, select which reforestation projects they would like to contribute to and learn more about the projects. Customers can access their lifetime impact reports which can be shared to their own audiences via social media or incorporate the information into their own ESG or CSR reports.

Every time a customer prints, their paper footprint is offset, demonstrating an ongoing commitment to sustainability. Partnering with PrintReleaf, Fleet MPS and their customers demonstrate their support not just to global reforestation, but also to supporting multiple UN Sustainable Development Goals which each project addresses.

PrintReleaf is a value-add for our customers. PrintReleaf is making a tangible difference in the sustainable printing space.

Ben Calthrop, Fleet MPS



## Building the Environmental Story

### Customer Highlight

Working with Fleet MPS makes it easy and meaningful to start building an environmental sustainability case, as companies can automatically subscribe to sustainability practices. Customers are making important environmental contributions automatically, while they print, and while they successfully grow their own businesses. Best yet, their growth isn't detrimental to the environment. Businesses in Europe and around the world are realizing that they need to pay attention to sustainability and their environmental impacts. Working with a PrintReleaf MPS provider makes committing to sustainability practices easy.

We are all aware of the growing importance of sustainability within our industry. Our partnership with PrintReleaf through our MPS provider, Fleet MPS, ensures we offset our entire UK paper usages including that of our own operation and of our lettershop, print and mailing customers. We've found it a great addition for our staff engagement and communication messaging. It complements the other ESG strategies and activities we are doing in the UK and also at the global group level. Choosing where our certified reforestation venture will take place is excellent! We chose France, due to our company's heritage.

European Logistics Company, Fleet MPS' largest contributor

## What's Next for Fleet MPS's Sustainability Journey with PrintReleaf?

More carbon offsets. Companies are trying to reduce their **carbon footprints** and overall environmental impacts. Sustainable printing is an important and easy step to take to reduce emissions. PrintReleaf's **built-in Carbon Offset option for MPS** provides a significant opportunity to make a big positive environmental impact against climate change.

Working with customers to offset carbon associated with the production of their paper is the next major step. Fleet MPS already offers this PrintReleaf service, and is working with customers to onboard them.

A lot of customers, when choosing a supplier, want to better understand scope 3 Carbon emissions that are generated in the delivery of the printers. Customers are trying to reduce their carbon emissions and offset what they can't reduce. Carbon is on the minds of successful businesses.

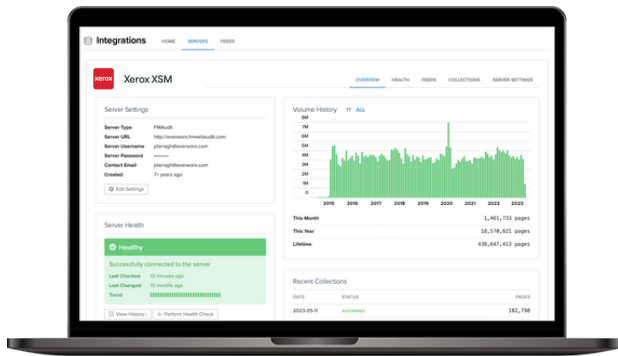


## A Necessity for Success: Learning that sustainability is important for future growth and market stickiness

Businesses and brands evaluating MPS providers more and more have sustainability as one of their must-have requirements for their suppliers. Fleet MPS learned from their experience that they needed to be able to provide a more complete set of sustainability solutions. When clients ask about sustainability, Fleet MPS has a clear advantage by being able to share their partnership with PrintReleaf.

With PrintReleaf, we know that we are genuinely doing something good, and that it's not limited to reforestation. The UN Sustainable Development Goals that link to each project highlight this: creating jobs in the areas around the projects, increasing biodiversity, and so forth. It really struck a chord with us, so we are proud to promote the partnership opportunity for our customers.

**Stephen Huxley, Sales Director at Fleet MPS**



## Easy Integrations: An Unexpected Benefit

Fleet MPS sells devices from a number of different OEMs, such as Canon, Epson and Xerox. PrintReleaf's numerous third party tech integrations, including Xerox's XSM, make it very easy for the data to flow smoothly and effortlessly. Selling devices that use heat-free technology to print is more sustainable for Fleet MPS's customers, and coupling that with PrintReleaf's solution to make a positive environmental impact provides a genuine difference in overall printing practices.

## Customers Are Curious and Care About Sustainability

Discussing sustainability with prospective clients as well as existing customers is an important part of Fleet MPS's sales and account management conversations. It's one of the ways to stand out in a crowded market, and highlights added value.

Businesses have specific needs when evaluating a Managed Print Services provider, and more and more, Fleet MPS sees that prospects evaluate sustainability measures. Fleet MPS aims to provide sustainability solutions in a number of categories, including subscribing to PrintReleaf as a way to offset the environmental impact of the paper that is used. Being able to check the box for sustainability requirements makes Fleet MPS a ready choice, and shows that they not only value sustainability, but make it easy for their customers to meet their own sustainability goals. Offering both biomass offsets - reforestation in equivalence to the volume of paper used - and carbon offsets that relate to the carbon footprint of producing that paper, positions them well in the market.

Multimedia assets specific to each project bring the impact to life, and help decision makers and users understand the details, benefits and outcomes. "Showing examples of drone footage of the forests, which is part of how the trees and forests are audited to ensure 100% net survival, is so compelling. If the customer has any doubt in their mind, this illustrates the genuine positive impact that is actually happening," adds Darren Long, Senior Technical Lead at Fleet MPS. "Each and every new client, as well as existing Fleet MPS clients when their contracts come up for renewal, is automatically offered to have PrintReleaf environmental offsets."

In selecting our MPS provider, we considered a number of factors. Of course reliable and timely response was key, but beyond that we needed a provider that went that step further to support our business and the environment. Fleet MPS in partnership with PrintReleaf provided the perfect solution. We are paper neutral for all our printing through the reforestation program and our team enjoys monitoring our positive environmental contribution through the PrintReleaf portal. We see this as a long term commitment with Fleet MPS and PrintReleaf.

Fleet MPS Customer, an Educational Center in Bath, UK

## Social Media Messaging and Benefits



The response to social media messaging surrounding sustainability is typically very positive for Fleet MPS. Audiences enjoy seeing uplifting content that shows progress in an industry that is working hard to meet new demands of its customers, in light of global climate change. Offering a comprehensive path for sustainable printing provides Fleet MPS and its customers the opportunity to share content that is meaningful and relevant to their audiences, that draws good engagement.



## Making a World of Difference

Reforestation and Carbon Offset projects are located around the world because addressing climate change requires a global approach. The availability of projects change from time to time as inventory reaches capacity. PrintReleaf continues to audit its reforestation sites at least eight years into their maturity. New projects are continually evaluated to offer more opportunities to partners and their customers. While many of Fleet MPS's customers are small to medium businesses located in Central London and throughout the UK and the EU, it doesn't mean that their paper comes from the UK or even the EU. Reforesting around the world in projects that are designated for restoration and conservation helps achieve maximum positive environmental impact where it can make the greatest difference.

## A Larger Impact with Retroactive Offsets

Some Fleet MPS customers are eager to make a bigger environmental difference, and faster. With retroactive reforestation, PrintReleaf is able to take data on previous paper consumption and still turn it into newly planted trees.

## Conclusion

As an MPS provider, Fleet MPS benefits from having a clear and streamlined approach to sustainability that it can offer its customers. Its partnership with PrintReleaf allows its customers to take advantage of meaningful and impactful environmental offsets, including reforestation and carbon offsets, commensurate with their actual paper consumption. Tracking their own environmental progress is beneficial for reporting, brand values and market differentiation.

To learn more about PrintReleaf's environmental offsets for businesses, please visit [www.printreleaf.com](http://www.printreleaf.com) or email [marketing@printreleaf.com](mailto:marketing@printreleaf.com).

For more information about Fleet MPS and their partnership with PrintReleaf, please visit: <https://fleetmps.com/sustainability>.