

# Generating Reforestation Through Printing

## CASE STUDY: STL SRL

### AT A GLANCE...

Katun® has partnered with PrintReleaf™, a global company providing an automated cloud-based platform that makes reforestation a reality. Every 8,333 pages printed, a tree gets planted and assisted by local communities for a period of 8 years. Katun's customer STL, has chosen to reforest Madagascar, by including all their top customers with a cost-page contract in the Print it, Plant it program. This has enabled a great expansion of the program and the planting of thousands of trees.



*“Reversing Deforestation Is Complicated, Planting a Tree Is Easy”*

*- Martin O'Malley*



# Preface

## WHAT IS HAPPENING?

You've probably heard of the following terms: pollution, climate change, global warming, increased carbon footprint, natural resources depletion, loss of endangered species and biodiversity, acid rain.... The list could go on. Unfortunately, this is what our planet is experiencing every day, with one of the contributory factors being deforestation. Forests cover over 30% of the earth's land and at current rates of deforestation, it is estimated that within 100 years rainforests will vanish altogether. Preventing climate change will remain an elusive goal and action must be taken to preserve the planet.

According to the World Resources Institute, the loss of forests contributes between 12% and 17% of annual global greenhouse gas emissions. Trees absorb not only the carbon dioxide that we exhale, but also the heat-trapping greenhouse gases that human activities emit. As those gases enter the atmosphere, global warming increases. Moreover, according to National Geographic, 80% of Earth's land animals and plants live in forests, and deforestation threatens species including the orangutan, Sumatran tiger, and many species of birds.



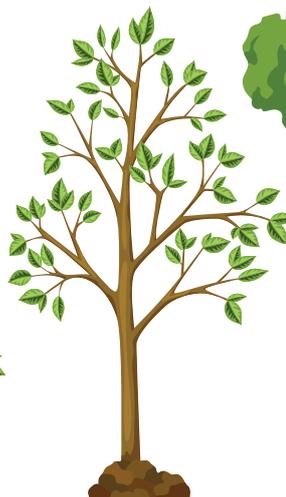
*“We are destroying rainforests so quickly, they may be gone in 100 years”*

*- John Vidal*

## HOW CAN WE HELP NEUTRALIZE THE IMPACT?

By planting as many trees as possible, and with Katun's Print it, Plant it program, this can easily be done from the comfort of your home or office!

Did you know?  
About 2.47 million trees  
are cut down every day!



# PRINT IT, PLANT IT

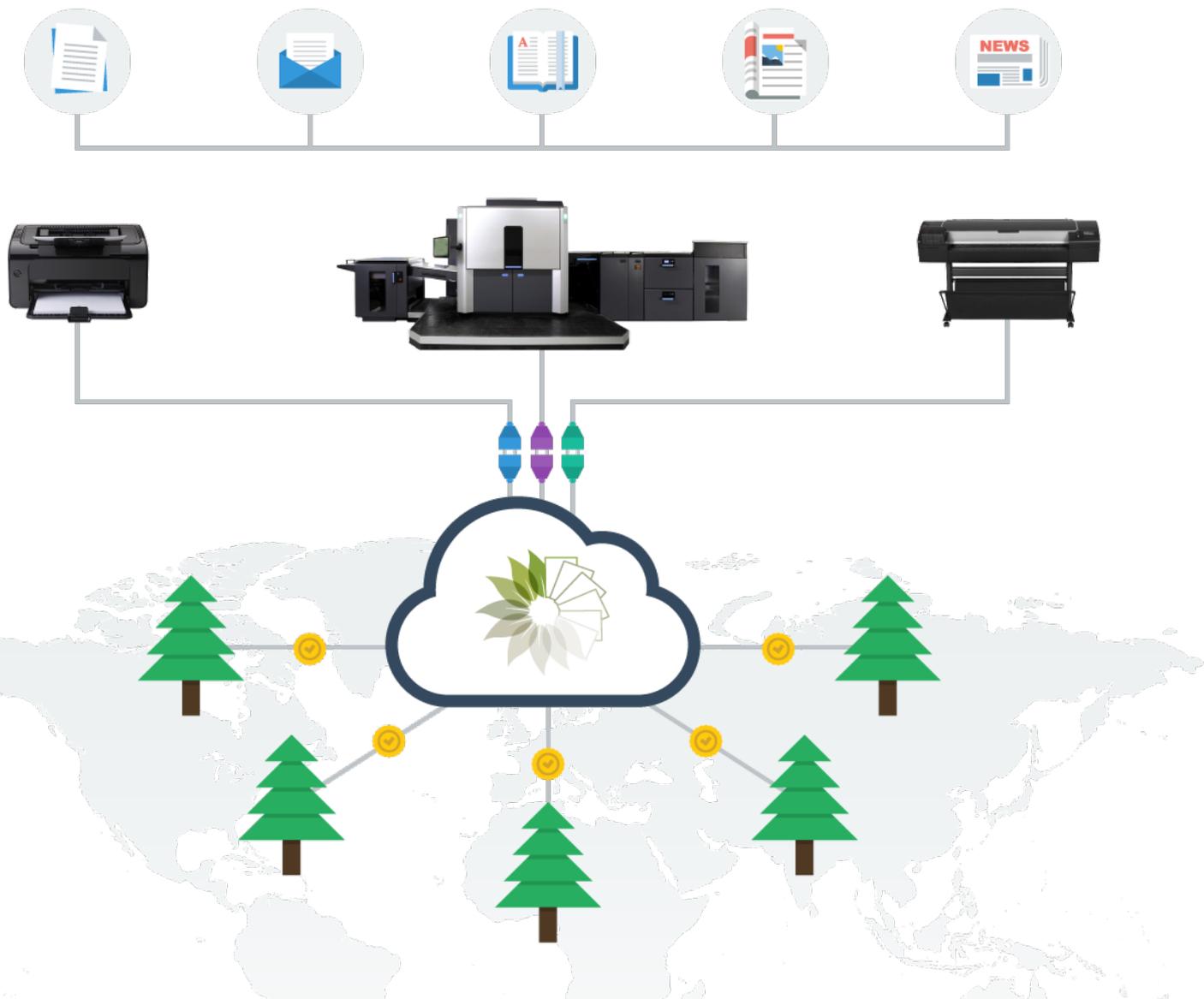


## *The Reforestation Program that Compensates Paper Output Through the Planting of Trees*

### HOW DOES IT WORK?

Print it, Plant it, in partnership with PrintReleaf™, is a program that provides dealers with an automated platform that makes reforestation a reality. With this program, available alongside Katun's KDFM MPS packages, users can offset their paper consumption by converting pages printed into trees planted.

With eight active registered forestry projects\* around the world to choose from, users are in control of where their trees get planted as well as having access to free marketing tools to promote their ecofriendly approach, and to certifications that validate their participation in the program.



\*Current active forestry projects include Canada, Dominican Republic, France, Ireland, Madagascar, Mexico and the United States. As projects reach capacity, they will close and new ones will be made available.

## MEASUREMENT

According to a study conducted by the University of Maine, 1 tree **DIES** for every 8333 sheets of paper printed. On the contrary, for 8333 pages printed with Print it, Plant it, one tree gets **PLANTED**.



**8,333 letter pages**  
or  
**37.16 kilograms**

**= 1 standard tree**  
40' height x 7" width  
12.192m x 0.1778m

*So...how many trees are you planting this month?*



## CERTIFICATION

Each month, customers are issued a Lifetime certificate showing the number of trees that have been planted at reforestation projects of their choice.

[Click here to view STL's live Lifetime Impact Statement](#)



## VERIFICATION

PrintReleaf™ has developed a rigorous audit process with certifying body, SGS International, a leading global forestry auditor with expertise in Chain of Custody (CoC) certification, to uphold and maintain the integrity of the PrintReleaf™ Standard.

Trees are monitored to ensure survivability. All projects are liable to replant any loss short of 100% net survivability over an ongoing 8 year audit cycle.

## THE STORY

STL is a family-run business based in Northern Italy and long-term Katun customer. They offer furnishing solutions for operational and executive offices, hotels and shops, including reception areas, meeting and recreational areas.

Last year Katun were contacted by the Chief Executive Officer of STL, Lucia Cuman, to express her interest in the Print it Plant it program.

Although the Cuman family have always been environmentally conscious, an unfortunate disaster prompted them to do something about reforestation particularly.

In 2018, the Trentino region, located in the North-East of Italy, was hit by a catastrophic storm that destroyed 42500 hectares of forests; millions of trees were blown away by gusts of wind of over 150 km/h. Since then, STL have undertaken two reforestation initiatives, one of them being Katun's Print it, Plant it program.

On the 1st of April 2021, and coinciding with the company's 55th anniversary, STL offered all their top customers with a cost-per-page contract, the opportunity to participate in the Print it, Plant it program free of charge. They decided to focus their reforestation efforts towards one country, namely Madagascar, that is close to Lucia's heart.

## WHY MADAGASCAR?

Madagascar's biodiversity is unique with over 10,000 plant species, of which nearly 90% are endemic, but it is threatened by deforestation and the destruction of the primary forest.

Primary threats to Madagascar's biodiversity come from the small-scale, but widespread clearance of habitats, predominantly for subsistence agriculture, and bush fires. Secondary threats are caused by firewood and charcoal production, livestock grazing, and invasive species. Every year, as much as a third of Madagascar's forest area is lost due to fires.

Stl's dream is to reach their sustainable, social and economical objectives through the reforestation of beautiful Madagascar, thanks to Katun's Print it, Plant it program.





*“For some time now, we have been looking for a project that would allow us to balance the impact that our business of selling multifunction, printers and pages generate. We wanted to have a concrete solution to the objections that are often made to us: prints damage the planet, digitization and the paperless office are sustainable ... concepts that we often find, in an almost lapidary way, even in email signatures. We know, however, that very often these are ideas that are the result of commonplaces and not supported by real data, just think that if we use certified paper, the trees that were deforested to produce the paper, are replaced with the planting of 3 trees. Printing is still an effective and above all sustainable way of working because the energy used is one-shot, whereas the consultation of an email needs energy for storage and reading.”*

*- Lucia Cuman, STL Srl CEO*



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*You can't get anywhere on your own; to bring about a transformation it is important to involve people and change the often-wrong clichés. With this project, each STL customer, in a small way, print after print, can make a great contribution.*

*- Ilary Omizzolo, STL Srl Marketing Manager*

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## WHY DID STL CHOOSE PRINT IT, PLANT IT?



### CONTRIBUTE TO SOCIAL BENEFITS

An international project that is extremely useful for our planet and with a high social value, because it guarantees work to local communities all over the world.



### TRANSMIT A HEALTHY BUSINESS CULTURE

A topic that is very tied to STL's core business, it allows them to balance their impact in a very concrete way.



### PROMOTE TRANSPARENCY

Transparent measurements and clear reporting that allows STL to communicate their values to their customers and promote participation in the improvement.



### PAPER VALORIZATION

Reams of paper are natural, renewable and recyclable, and contributes to the development of the circular economy.



### INNOVATION

In a world that has now become so digital, we overturn the production process by making paper generate trees.



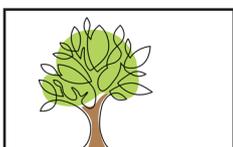
### MAKING "GREEN" MORE SIMPLE

Based on the amount of paper printed every month, customers receive a personalized certificate that indicates how many trees they have planted.



*“The More We Print, The More We Plant, The Better We Live.”*

## HOW DID STL INVOLVE ITS CUSTOMERS IN THE PROGRAM?



### Donation

STL decided to divert costs of a yearly promotional item to invest in donating pages (and therefore trees) to their top customers. Enrolled customers were presented with a lifetime contribution certificate to communicate STL's commitment to the environment.



### Interview

Cinzia, Alexandra and Giovanni from Katun took a trip to STL's headquarters in Marostica to interview Lucia, Ilary and Luca and find out more about their experience with Print it, Plant it. Watch the complete interview here: <https://youtu.be/w8VH-12PWAo>



### Creation of a Device Label

All connected print devices are labelled to include the slogan: "With this device, turn your prints into trees", and a QR code that links to a video that explains in detail the project in Madagascar. Through this label, STL encourages printing pages on those specific devices.



### Creation of a Brochure

A personalised document containing pictures and illustrations to explain the project and the commitment to create a culture in the use of paper; a product that contributes to the development of the circular economy.



### E-mail Signature & Social Media

The slogan "you print we plant" is always included in the sales or operating lease offers for multifunction printers and printers in the page costs section as well as in the employee's e-mail signature. STL promotes the program through social media, using the #weprintforests hashtag.



### Targeted Meetings & Communication

Meetings with top customers to explain the program and present the certificate, and to liaise with key contacts, particularly in technical departments, to make them proactive in communicating with customers.



*The More You Print, The More We Plant!*

## WHAT HAS BEEN THE FEEDBACK FROM STL CUSTOMERS?

### Customers Are Excited to See The Power of Their Impact.

Customers have overcome initial uncertainty first, by understanding that the program will not only help reduce pollution and greenhouse emissions which contribute to global warming, and secondly, that it will also stimulate rural development by helping promote inclusive local employment as well as the health and quality of the local environment.

They have also realized that financially, the program is easily accessible and that the yearly fee is minimal. For example, STL were able to avoid any additional budget by diverting the costs of a yearly promotional item to invest in donating trees instead.

Moreover, PrintReleaf provides free marketing access and support to participating dealers, with the possibility of personalisation, which gives any participating company positive environmental recognition and more visibility.

The project can be tricky to understand at first, it is therefore important to go through every point for customers to understand the common good that can be generated from the program.

## CONCLUSION

### Nearly 70% of STL's customers recognized the commitment and initiative generated by the Print it, Plant it program.

Overall, the feedback has been highly positive, with 75% of STL's customers understanding that in order to make a tangible difference for our planet and the environment, businesses should continue to print, and that by printing more pages through the Print it, Plant it program, they will help reforestation as well as communities worldwide.

*Print it, Plant it: An exceptional project that links reforestation & sustainability principles with printing.*

# KATUN®

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