

GreenInnovation announces Australian launch of GreenPrint waste-reducing software that saves paper, money, and CO2 emissions!

Melbourne, Australia — September 4, 2007— GreenPrint Technologies of Portland, Oregon, USA announced today that GreenInnovation had been appointed to sell GreenPrint solutions in Australia and New Zealand. GreenPrint software is designed to eliminate wasteful printing in both homes and businesses.

GreenPrint software eliminates wasteful pages in any printout automatically, saving time, money, and trees. GreenPrint does this by analyzing each page of every document sent to the printer and looking for typical waste characteristics (like that last page with just a URL, banner ad, logo, or legal jargon). GreenPrint also incorporates an easy to use PDF writer, an innovative print preview, and a reporting feature which keeps track of the number of pages, trees and money saved.

“We believe the average Fortune 500 Company will save over \$2 million and roughly 4,000 trees annually using GreenPrint,” says GreenPrint founder Hayden Hamilton.

According to Citigroup/Environmental Defense and Lexmark studies, wasted pages account for up to 25% of all printed material and cost the Fortune 500 over \$1 billion a year. Gartner Research estimates 1% to 3% of Fortune 500 revenues are spent on printing costs annually.

GreenInnovation CEO Marcel Merkus said, “Sustainability is really about good business practice. GreenPrint is a business efficiency tool and resource smart. Recognition that these are win/win scenarios is essential to drive action on climate change.” Merkus further stated, “UNESCO studies show as well as costing money, Fortune 500 printer waste also accounts for over 2 million trees annually. GreenPrint is not just a solution, but part of a change in attitude. We can and must act on climate change. Failure to act is the real cost penalty.”

American company GreenPrint Technologies, LLC is the maker of software designed to reduce print waste in homes and offices. Their products include GreenPrint Home, GreenPrint Enterprise and EverGreen font.

Australian company GreenInnovation believes business sustainability is about using resources in a more efficient manner - which is good for the bottom line and good for our environment. Launches GreenPrint to reduce cost and environmental impact of printing.

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