

earth partners international

Product Environmental Impact Reporting System

Eco Print Facts

Product



Laundry Detergent

Product Weight:

2.75 lbs.

Product Size:

150 Fl Oz. (4.8 Qts.) 4.43 L

Transportation Origin:

Product:

USA

Materials:

India, China

Ingredients:

8.7

Linear Alkyl Benzene Sulfonates, Phosphorus, Buffering agents, stabilizer, brightening agent

Non Virgin material:

5%

EDTA (Ethylene diamine tetra-acetic acid)

0 ppm

APEO (alkyl phenol ethoxylate):

2 ppm

Chlorine:

0 ppm

Phosphate

4 g

Biodegradable material:

28%

Packaging:



6.0

Information for Green Buying Decisions

What makes a product Green?? Consumers are asking themselves these same questions when shopping for eco-friendly products.

The Eco-Print Label offered exclusively from EPI takes the guesswork out of your green buying objectives.

We put the Truth in the Label.



CLIMATE CHANGE : THE CRISIS



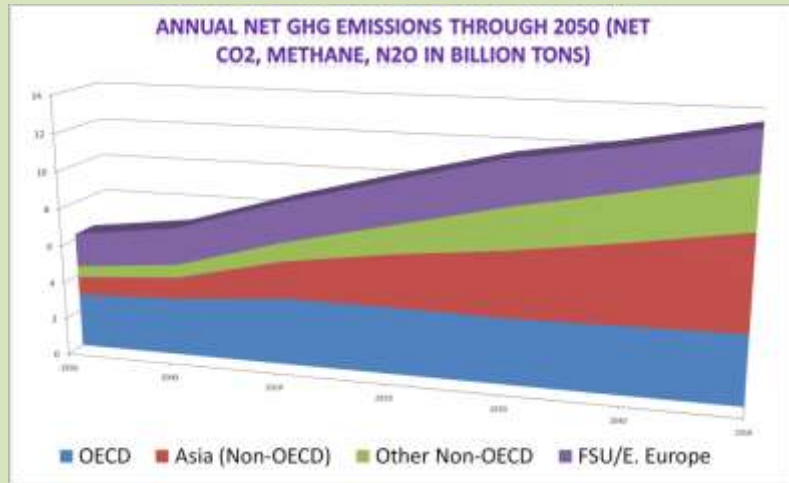
The science is clear. **Climate change is real; it is man made, and it is the most serious ecological crisis humanity has ever faced.**

The United Nations' Nobel Prize-winning Intergovernmental Panel on Climate Change (IPCC) has made the costs of inaction all too clear: rising sea levels, heightened competition for fresh water, extreme weather – from heat waves and droughts to cyclones and flooding – and dozens, if not hundreds, of species pushed into extinction.

GREENHOUSE GASES : THE NEED FOR CHANGE



The Imperative



The Reality



Climate change, resulting from pollution and carbon footprints, continues to negatively affect the basic elements of life including food production, health, and environmental issues, for people around the world. Experts agree that alternative manufacturing processes and sources must be developed for fuels, energy and consumer products in order to dramatically reduce the adverse effects of pollution and carbon footprints. Increasing global environmental awareness has created a demand for and the supply of more “green” and environmentally friendly, products. As a result, many U.S. companies are increasingly seeing the economic value of getting greener, not just because of consumer interest but to cut their own costs in energy, transportation, waste and other areas.



GREEN MARKET DRIVERS

Drivers

External Factors	"An Inconvenient Truth" premiered in Spring 2006, increasing awareness of global warming.
Competitive Factors	In October 2005, Wal*Mart CEO Lee Scott's speech "Twenty-First Century Leadership" outlined commitment to make zero waste, use 100% renewable energy and sell sustainable products.
Internal Factors	Many companies have long embraced green because it has always for them been the right thing to do.
The Consumer Factor	Demographic and behavioral shifts, Growing Awareness, Social Pressures... "right thing to do"

 National Retail Federation®
The Pulse of Retail Worldwide



There is an array of green market drivers that begins with the consumer. The "Inconvenient Truth"; aired in 2006 and made tremendous gains in alerting the general public to the growing crisis and causing an eco friendly behavioral shift in buying patterns.

Recent EPA involvement with the August 2010 release of the "Green Guide" has signaled the beginning of government intervention.

THE LOHAS MOVEMENT: HISTORY

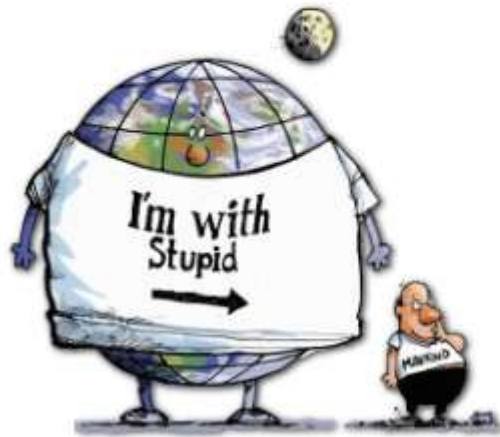


In the 1980's, people began to be concerned about varied products having a damaging effect on the earth's atmosphere. As a result, new products were designed that would cause less damage to the environment. These products began to be called "green products." For the past twenty years, the green movement has been growing steadily with the result being the development of thousands of ecologically safer products such as those using recyclable and biodegradable packaging.



"Green" has reached a "Trend" status and new problems have emerged. The lack of useful Standards is allowing inconsistent interpretation of "Green", and some companies are taking advantage of consumers by claiming their products to be "Green" when they truly are not. This marketing technique is referred to as "Greenwashing," which is the deliberate misrepresentation of the ecology facts by manufactures and retailers. Consumers don't have a basis of confident "trust" and it is hurting everyone now.

GREEN TODAY: THE CONSUMER DILEMMA



Guilt



Confusion



Caring



WHAT DOES *GREEN* MEAN ???



Reduce?

Conservation?

Energy Efficiency?

Preservation?

Reuse?

Alternative Energy?

Non-toxic?

Biodegradable?

Renewable?



Sustainable?

Organic?

Natural?

Reclaimed?

Recycle?



GREEN CERTIFICATIONS

Green certification organizations have appeared widely through the marketplace.



Do these labels **SHOW** the consumer **HOW** the product is **Green**?

GREEN WASHING



Green-wash (gren'wosh') - verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

- More products are making environmental claims. The total number of 'green' products increased by an average of 79% (a range between 40% and 176%) in stores that were visited in both 2007 and 2008. (In a related TerraChoice study, the rate of green advertising was found to have almost tripled since 2006.)
- Greenwashing is still rampant, with more than 98% of 'green' products committing at least one of the Sins. Compared to the 2007 study, there appears to be a small decline in the frequency of greenwashing, but it is not statistically significant. Of 2,219 products making green claims in the United States and Canada, only 25 products were found to be Sin-free.

98%

In the 2009 report, over 98% of the 2,219 products surveyed in North America committed at least one of the Sins of Greenwashing.

Compounding the problem of Green certifications is the underlying issue of ethical business practices and a willingness to participate in a subtle public deception. Rather than establishing a standard of credibility, these shallow certifications are fundamentally driven to collect money and to provide an "Easy Green" certification that has no verification processes. The vast number of Green business certifications almost always defaults to the "voluntary compliance" method of qualification that cannot be verified.

THE CONSUMER: GREEN FATIGUE



Consumers are fed up...

- Excessive certifications, conflicting claims.
- Direct experience with phony claims
- So what can I *really do, about Global Warming* and reducing pollution?
- Many “standards,” dilution of focus
- Competition between programs for the buyer and environmental advocate “mind-share”
- Consumers care but they are unsure which way to follow.

“We are drowning in so many vague, dubious or breathlessly hyped assertions that sometimes it's easier just to throw the sticky peanut-butter jar away.”
(Susan Greenberg)

www.newsweek.com/id/143703





DROWNING IN GREEN LABEL GLUT



“there's still no obvious solution for the store shelf, where decisions are actually being made.”

- Infographic of the Day: We're Drowning in Green Label Glut
BY [Suzanne LaBarre](#) Tue May 4, 2010- Fast Company

COMPETITIVE ANALYSIS



Majorities of certifying organizations are non profit and have suffered from disinterest and lack of cooperation from manufacturers. There has been little incentive in the marketplace for adoption of these labels leading many of those products carrying the certification to be ignored by consumer.

Each one of these certifications has had minimal success for two reasons. First, they fail to educate the consumer at the point of purchase on the green attributes of the particular product. As a result consumers are asking the question; "What makes this product green?" This question and increasing frustration involving "Greenwashing" have incited cynicism. Evidence of this is can be seen in recent articles in the Wall Street Journal and the American Consumer Council citing:

"What it tells me is that it's incredibly understandable why consumers are so confused because no one has stepped up to define the rules of the game," says Scot Case, executive director of the EcoLogo program, which requires independent auditing of the products it certifies. "The U.S. government hasn't said, 'This is what is acceptable environmental labeling' ... and consumers are being duped by meaningless labels while the truly legitimate labels are getting lost amidst the green fog."

Source: <http://online.wsj.com/article/SB123862823846680371.html>

COMPETITIVE ANALYSIS CONTINUED



The second reason for failure is lack of cohesiveness. Each certification only meets the needs of their respective markets. International agreement on what constitutes green has made slow progress. There are no systems in existence answering the need for supply chain transparency in green certification. Currently, products are only certified based on materials, efficiency, and recyclability. There has been no focus to date on carbon emissions, pollution at the point of manufacture, or disclosure of ingredients used.



LIFE CYCLE REPORTING: A MISSING PIECE



As you can see from the illustration above, a product is the sum of its journey to your store shelves. A product should be judged on all aspects of its lifecycle. Green attributes in its make-up, how its made, and how it travels to your store.

All existing certification organizations rate a product based on one aspect of a full product life cycle. Most products are certified and marketed to the consumer based on the materials used to make the product only. Currently there is no transparency into how it was made.



DEFINING GREEN



The sure cure for Greenwashing and deciphering the green seals is very evident. We have all heard the phrase that "You cannot prove what has not been measured." The proof of the first down in football is when they "bring out the chain" to measure whether the team has advanced the ball the required ten yards. How often have we seen a player jump up declaring a first down, but find out when the referees (auditors) measure the distance that the team has come up short?

Verification by a third-party audit is the only way to provide a certification that can be respected. There is a need for a national standard that is not being constantly revised by local committees who think that they have greater insight than the last group that set out their chosen set of Green ideas. This begins with measuring and reporting data to the consumer.



THE SOLUTION



Actually, there are no totally “green” products, but instead products that are “shades of green.” To date there are no comparable “green” reporting standards, such as the Nutrition Facts Label used in the food industry, which requires a numerical proof of a product’s content. EPI has developed and is committed to market, P.E.I.R.S. as the solution to this problem and to benefit from this current market opportunity. The objective of PEIRS is to effectively and efficiently address global concerns regarding climate change by providing consumers and manufacturers alike with the **“Product Environmental Impact Reporting System” and Eco-Print Facts™ Label.**

THE EPI STANDARD



The EPI label program sets a new international standard for the measurement of “green” products by providing a complete itemization of the environmental impact of a manufacturer’s process. EPI’s Eco-Print Facts™ label exceeds the minimal reporting standards set by the current “green certification” labels that simply certify a product as being “green,” while offering no supporting information for consumers.

In following the internationally recognized **ISO (International Standards Organization)** for quality control business model; EPI is poised to complement, not compete, against today’s leading green certifications. By answering ‘why’ a product has earned this prestigious seal at the point of purchase, the consumer will make better informed buying decisions. These choices will create a ripple effect in the market as manufacturers compete on all facets of the supply chain terms such as “lower carbs”(lower carbohydrates) will have a new definition; i.e., (Lower Carbon Emissions).

P.E.I.R.S. OBJECTIVES



EPI has developed this system to set the industry standard for products labeling, facilitating:

- Standardization of environmental impact reporting based on the product lifecycle.
- Transparency in the international supply chain.
- Consumer education and advocacy.
- Clear reporting of a company's carbon offset purchases in relation to a products environmental impact.
- A link between individual company green council standards and supply chain inspections.
- A level playing field between small companies and large companies based on impact reported.
- Competition in the marketplace to increase efficiencies in the production and distribution process.
- Lowered pollution levels as the program is adopted and competition between manufacturers increases.





NUTRITIONAL FACTS LABEL

The most successful label to date is the Nutrition Facts Label used in the food industry. Its success is based on providing consumers with specific information assisting in purchasing decisions.

Use of the Nutritional facts label has ushered in new marketing slogans such as; “No Trans fat”, “light”, and “low calories” based on a new mandate requiring companies to clearly report the ingredients and percentage of daily use. EPI envisions birth of new marketing terms such as “carbon Neutral, “lower carbs” based on the clear reporting of ingredients .

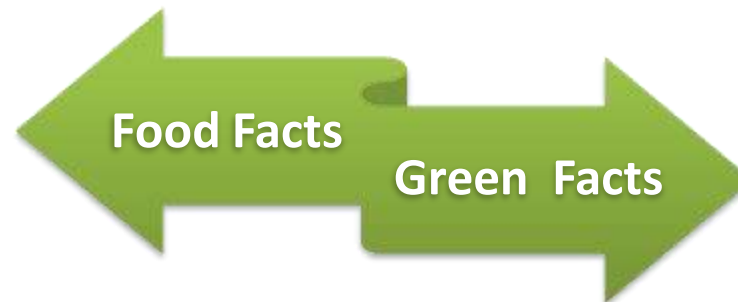
Nutrition Facts		
Serving Size: 1 Packet (64.5g)		
Servings Per Container: 7		
Amount per Serving:		% DV*
Calories	240	Calories from Fat 13
Total Fat	1.5 g	2%
Saturated Fat	0.5 g	4%
Trans Fat	0 g	
Cholesterol	7 mg	2%
Sodium	370 mg	16%
Potassium	360 mg	10%
Total Carbohydrate	33 g	11%
Dietary Fiber	1 g	4%
Sugars	13 g	
Protein	25 g	
Vitamin A	10%	Vitamin C 25%
Calcium	25%	Iron 25%
Vitamin D	10%	Thiamin 30%
Riboflavin	40%	Niacin 25%
Vitamin B6	25%	Folate 25%
Vitamin B12	25%	Pantothenic Acid 6%
Phosphorus	20%	Zinc 15%
Magnesium	4%	

*Percent Daily Value (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	30 g	35 g
Sat Fat	Less than	30 g	35 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Potassium		3,000 mg	3,500 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		30 g	30 g

Ingredients: Corn (rice, sugar, cocoa (treated with alkali), semisweet chocolate (sugar, chocolate liquor, cocoa butter, artificial flavoring), salt, partially hydrogenated vegetable oil (one or more of: coconut, cottonseed and soybean), high fructose corn syrup, calcium carbonate, malt flavoring, artificial flavor, ascorbic acid and sodium ascorbate (vitamin C), niacinamide, iron, zinc oxide, pyridoxine hydrochloride (vitamin B6), riboflavin (vitamin B2), thiamine hydrochloride (vitamin B1), vitamin A palmitate, folic acid, vitamin B12 and vitamin D, bht (preservative), whey protein isolate, nonfat dry milk, potassium chloride, natural and artificial flavor, sucralose.

Contains Milk and Rice. Made on equipment that also manufactures products containing wheat.



Eco Print Facts	
(1-10 rating index - 10 being worst)	
Product	1
Product Weight:	
Product Size: 150 Fl Oz, (4.3 Qts.) 4.45 L	
Transportation Origin:	
Materials:	USA, India, China
Ingredients:	8.7
Linear alkyl benzene sulfonates, Phosphorus, buffering agents, stabilizer, brightening agent:	
Non Virgin material:	5%
EDTA (ethylene diamine tetra-acetic acid)	0 ppm
APED (alkyl phenol ethoxylate)	2 ppm
Chlorine:	0 ppm
Phosphate:	4 g
Biodegradable material:	24%
Packaging:	6.0
Mass:	300g
Non virgin material:	20%
Recyclable/Compostable:	100%
Post consumer content:	30%
Factory:	4.0
Pollution:	
Air:	5
Water:	10
Soil:	0
Energy:	2200Kwh/yr
Source:	5
Transport:	9.0
Materials method:	See
Product method:	Truck
CO ₂	1900 lbs
Supply Chain:	
Domestic transportation:	CO ₂
Warehouse - Rating:	
Recycling processes:	
Energy usage:	
Carbon Offset:	
PERIS certifies "carbonoffset" has purchased 300 carbon credits to offset the carbon footprint of this product.	
PERIS complies with EN45001 standards or any equivalent systems: HOKLAS, IEC/ISO 17025	

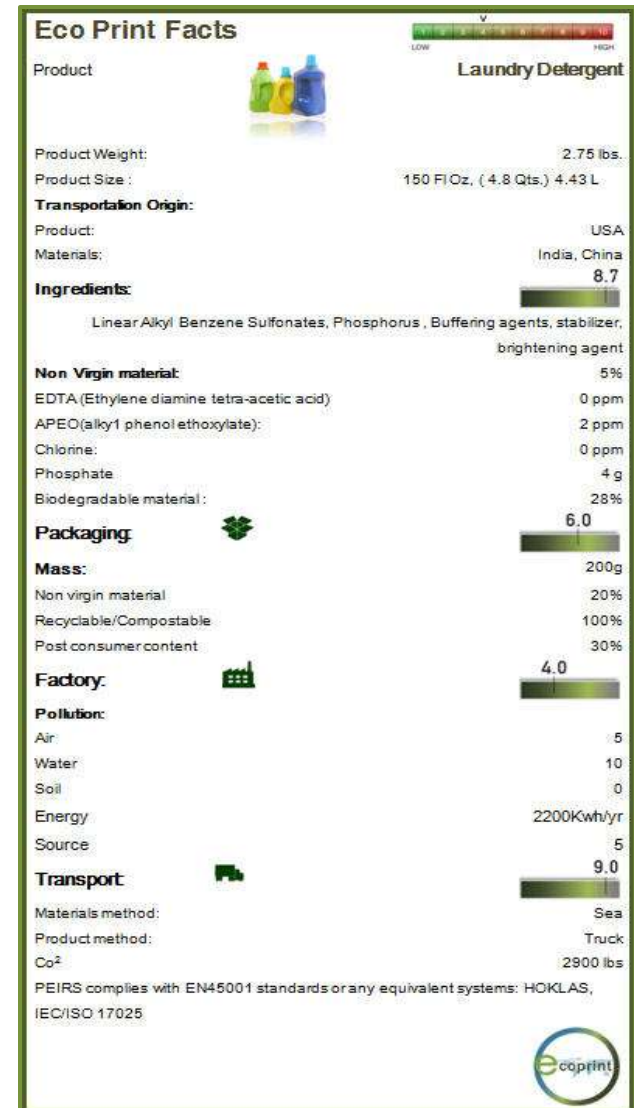
THE ECO PRINT FACTS LABEL



The PEIRS Eco-Print Facts™ label clearly reports all facets of a products impact on the environment throughout the five events of a products lifecycle.

The P.E.I.R.S. System is designed to report the impact of a product's effect on climate change. This scientifically based rating system provides measurements which takes into account the full "product life cycle" and analysis of its components. The Eco-Print Facts™ label reports measurements in six categories:

- **Material** – the organic sustainability and percent of all materials in the product.
- **Production** – factory energy efficiency and pollution of air/water around the facility.
- **Use/Consumption** – energy usage, CO2 release pollution ratings.
- **Transportation** – how far via truck/ship/plane product traveled to store and how much CO2 released.
- **Recyclability** – Percentage of product that is recyclable.
- **Carbon Offset**- Credits purchased to offset the Eco-Print™ of that product.



SYNERGY IN REPORTING : GAINING CONSUMER CONFIDENCE

International Standards



Credit for Internationally Recognized Certifications



Energy Usage and Source



Eco Print Facts	
Product	
Product Weight:	
Product Size :150 Fl Oz, (4.8 Qts.) 4.43 L	
Origin:	
Product Point of Manufacture:	USA
Materials Source	India, China
Ingredients:	8.7
Linear Alkyl Benzene Sulfonates, Phosphorus , Buffering agents, stabilizer, brightening agent	
Non Virgin material:	5%
EDTA (Ethylene diamine tetra-acetic acid)	0 ppm
Phosphate	4 g
Biodegradable material :	28%
Packaging:	6.0
Mass:	200g
Non virgin material	20%
Recyclable/Compostable	100%
Post consumer content	30%
Factory:	4.0
Pollution:	
Air	5
Water	10
Soil	0
Energy	2200Kwh/yr
Source	5
Transport:	9.0
Materials method:	Sea
Product method:	Truck
Co ²	2900 lbs
Supply Chain	
Domestic Transportation CO ²	
Warehouse Rating	
Recycling processes	
Energy usage	
PEIRS complies with EN45001 standards or any equivalent systems: HOKLAS, IEC/ISO 17025	

Inspecting the Supply Chain



Point of Manufacture Inspections





EPI AND ISO

EPI parallels the International Standards Organization (ISO) model. ISO is an international agency founded in 1947 that provides quality certification in multiple countries for consumer products across a wide range of industries.

ISO 9001 is a global quality management standard. Thousands of companies in over 100 countries have adopted it, and many more are in the process of doing so. Why? Because it controls quality. It saves money. Customers expect it and competitors use it.



EPI - Model

- International Offices.
- Trained Licensee Sales Force.
- Accredited Assessors.
- Use of multi-national data to develop a standard platform.
- Democratic committee on reporting method directives.
- Engaging Government via cooperation and substantial lobbying efforts.



International
Organization for
Standardization

ISO Model

- International Members.
- Certified Consultants.
- Accredited Auditors.
- Use of multi-national committees to develop a standard platform.
- Democratic committee on implementation of standards.
- International Governing Body consisting of 163 member countries.

EPI follows many of the same principles that have made ISO an unrivaled success.

Privatization of this model will allow for a cost efficient medium to engage the consumer and gain support translating to government cooperation and lobbying efforts for adoption of the EPI Platform.

CREATING THE PLATFORM



EPI services consist of three main products measuring the supply chain.

📌 **P.E.I.R.S.** Measurement of an individual product's environmental impact.

📌 **M.E.I.R.S.** Measurement of a factory's environmental impact.

📌 **T.E.I.R.S.** Measurement of a transportation company's environmental impact.



P.E.I.R.S. PRODUCT



M.E.I.R.S. FACTORY



T.E.I.R.S. TRANSPORTATION



FOLLOW THE CHAIN



Manufacturers and businesses will have the opportunity to become **M.E.I.R.S.** or **T.E.I.R.S.** inspected, independent of a product based supply chain inspection. This will allow these businesses to promote being **M.E.I.R.S.** or **T.E.I.R.S.** compliant to consumer product companies in order to increase their competitiveness.



This approach to the **P.E.I.R.S.** independent inspection is designed to accumulate pre-approved businesses, increase exposure to consumer products companies, and assist companies in making “greener” choices in the makeup of their supply chain.



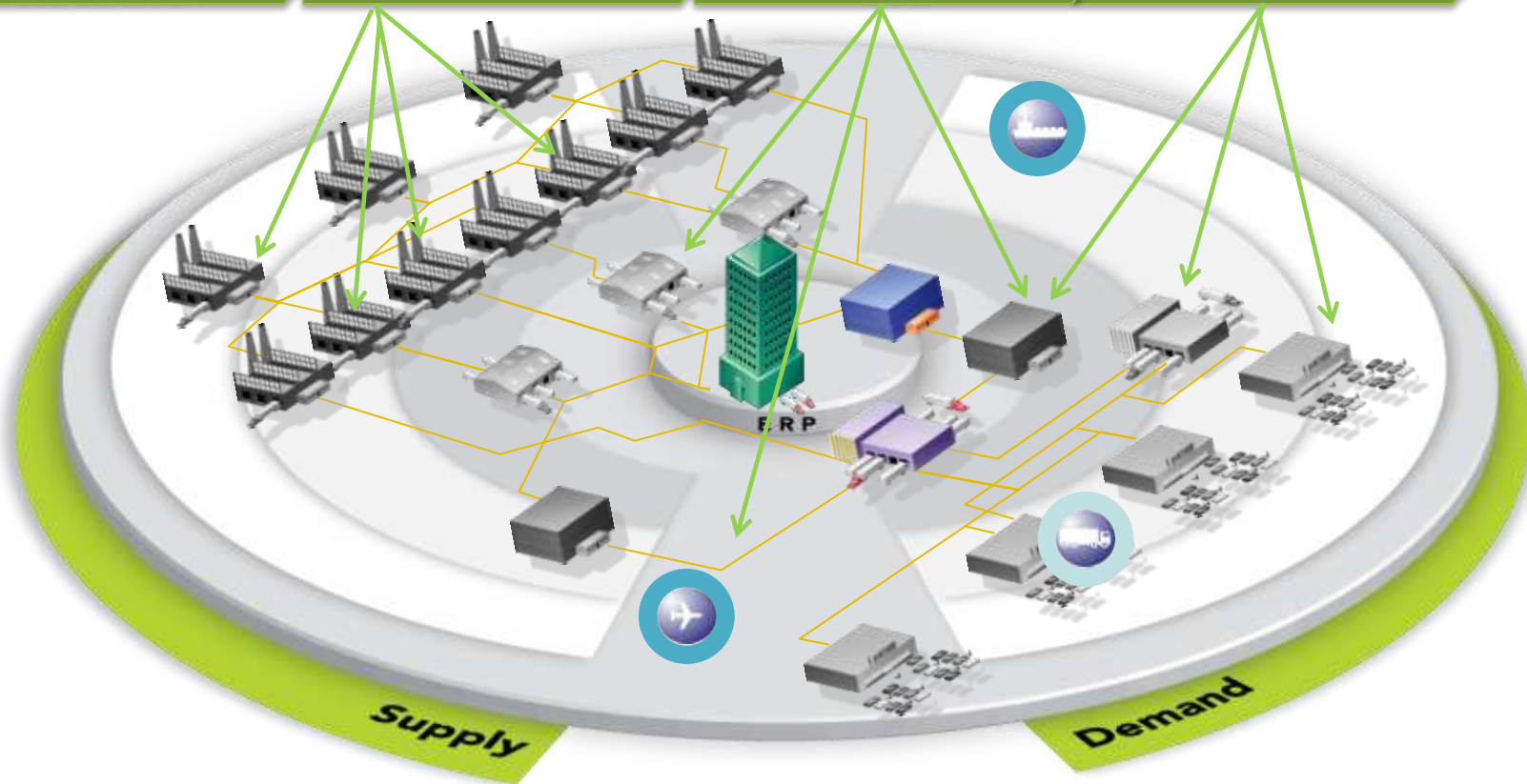
INSPECTING THE PRODUCT

M.E.I.R.S. INSPECTION
Green Supplier
accreditation

Automate Compliance
Data Collection

Associate compliance to
P.E.I.R.S. and Eco Print
label

T.E.I.R.S. INSPECTION



GREENING THE SUPPLY CHAIN



Fortune 500

Of the fortune 500 companies listed, less than 10% of these companies have instituted a green supply chain strategy.

No companies have approached their vendors on a green supply chain. These same companies are relying heavily on the products components only as the ambassador of the green initiative.



22

of Fortune 500 companies
that have initiated some
Green SCM strategy



0

of Fortune 500 companies
that have approached this
with their trading partners

Once the supply trading partners are engaged; such as deployment of the P.E.I.R.S. inspection, unrealized cost efficiencies will materialize. The competition that results from greening the supply chain will create a platform for new technologies to be implemented and conveyed to the consumer through lower measurements on the Eco-Print label.

MIT Sloan JANUARY 2010
Management Review

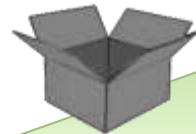
GREENING THE SUPPLY CHAIN CONT'D



Reporting measurements of environmental impact will create competition among companies to apply green methodologies to all aspects of a product's lifecycle. The Eco-Print label provides the platform to show the consumer.

Suppliers & Manufacturers

Customers & Channels



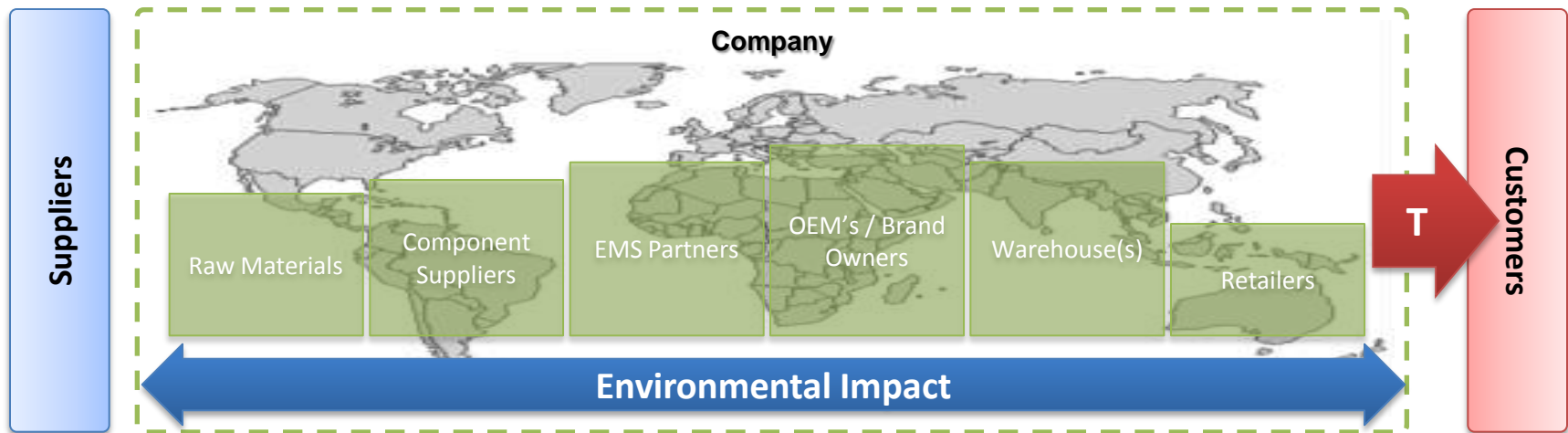
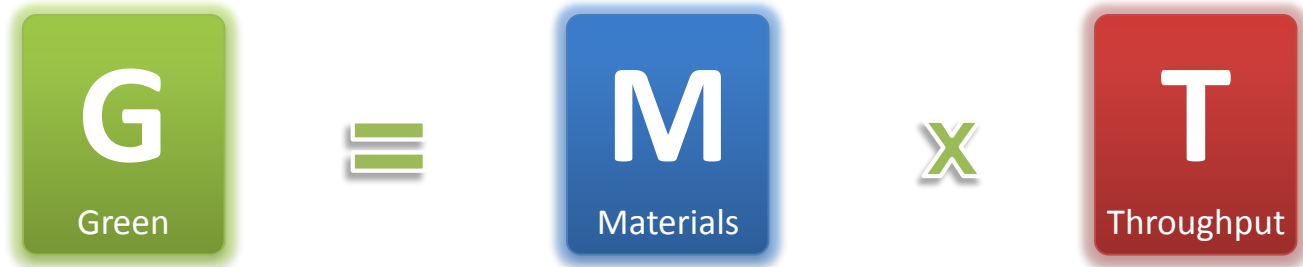
Flows: Product, Process, Information, Cash

Design	Plan	Source	Make	Deliver	Service & End-of-Life
PLM	SC Strategy	Procurement	Integrated Ops	Logistics	Integrated Ops
<ul style="list-style-type: none">• Design for the Environment• Carbon footprint /Pollution thinking throughout product lifecycle design	<ul style="list-style-type: none">• How can the total network be optimized considering service, cost, "green" tradeoffs• What CO2 and pollution impact is there from various inventory concepts & planning methodologies	<ul style="list-style-type: none">• How can we best measure a supplier's carbon impact (product, packaging, upstream logistics) and ultimately compliance with carbon reduction requirement?	<ul style="list-style-type: none">• What operations strategy (facility location, operating model) provides the best trade-off between cost, service, carbon?• Is there a role for sustainable factory / facility mgmt?	<ul style="list-style-type: none">• What distribution network strategy (facility locations, sizes, transport modes) provides the best tradeoff of cost, service and carbon?• How can packaging be reduced and recycled?	<ul style="list-style-type: none">• How can field service operations reduce carbon footprint with better inventory tracking?• Various strategies to reduce impact throughout lifecycle
Asset Management					
Sustainable facilities management: Green building & renewable energy; carbon footprint asset management; Asset utilization (Real-time data on energy usage; Carbon dashboard)					
Finance					
Paperwork Reduction; Environmental Cost Accounting; Environmental Tax Benefits Tracking					

THE 3 PRIMARY SUPPLY CHAIN VARIABLES



...taken from a Green Perspective



Observations

- Cost and Environmental concerns are likely to create a trend for “supply chain collapsing / localization”
- Reporting supply chain measurements will increase the use of both environmentally friendly transportation and manufacturing processes.

CREATING THE STANDARDS



P.E.I.R.S. creates separate measurement standards for different types of consumer products. For example, as shown above, P.E.I.R.S. has been utilized to rate a laundry detergent. EPI uses internationally recognized and approved standards from other environmental organizations, which are noted at the bottom of the label, such as:

- The Environmental Protection Agency
- The Hong Kong Green Council
- The Germany Green Council
- The Consumer Products Safety Commission
- American College of Toxicology



ENGAGING THE CONSUMER



Marketing and Sales Strategy



EPI MARKETING STRATEGY



EPI's marketing strategy will focus on creating demand for the Eco-Facts™ Label by targeting and educating consumers while promoting the numerous benefits of its use to manufacturers and retailers including increased profits.

According to The Boston Consulting Group, "consumers want independent and objective information from a credible source."

The EPI label not only serves as an independent and credible source, but will help companies and consumers alike define what is "green."

EPI's goal is to develop and increase brand recognition of the Eco-Print™ label and instill confidence in the label to facilitate international expansion, product label popularity and acceptance.



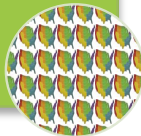
TARGET MARKETING



EPI will target 8 different groups in our marketing activities communicating the benefits of EPI and the Eco-Print Facts label.

- EPI Sales force
- Trained by EPI and provided with service kits to solicit new customers
- Use of EPI Access Software
- Provide Consultant services to U.S. companies
- Territory sold by location and industry

Licensees



- International inspection offices
- Staff inspects: factories, transportation and material origins
- EPI joint ventures
- ISO certified inspection processes ensure standard inspections

Inspectors



- Increased consumer confidence
- Increased sales
- Market exposure
- Increased "green" image
- Public commitment to environment
- Carbon offset publication

Consumer Product Companies



- Approved M.E.I.R.S. facilities
- Approval used as marketing tool to companies utilizing offshore manufacturing.
- Benefits country image as "clean" industries.
- Clean manufacturing education

Factories



- Additional service to their clients
- Alignment with clients "green" initiatives
- Increased competitiveness
- Adoption of new marketing terms such as "Carbon Neutral", and "Lower Carbs"

Green Marketing Firms



- Benefits of carrying transparent green products
- Consumer confidence
- Co-promotion opportunities
- Increased sales
- Improved "Green Image"

Retailers



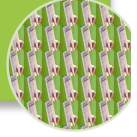
- Information provided for purchasing decisions
- Truth in the label
- Environmental awareness
- Empowerment
- Satisfaction in contributing to green solution

Consumers



- Clear reporting of 'how' a product meets their strict criterias
- increased consumer confidence in the seal
- reaches a wider audience
- promotes transparency in the client supply chain

Green Certification Companies



CONFIDENTIAL

earth partners international

CONDITIONING



The vehement reporting of the media, anxious to expose the harmful effects of ingredients used in certain quantities, demands a reference tool of transparency and ease of comprehension. The Eco-Print Facts™ label provides ingredient listings and quantities unprecedented in the marketplace. The two-fold strength of the label; the neutrality in reporting product facts - void of judgment or suggestion, instills consumer confidence, coupled with the labels powerful role of customer education at the pivotal moment of product-in-hand point-of-purchase, creates a bond of trust between consumer and EPI.

It is this platform of consumer confidence that will motivate buyers to seek the Eco-Print™ label each time they reach for a product on the shelf, further solidifying the labels role of influence of purchasing power for the consumer and allows accurate measurement of consumer demand for the manufacturers who carry the label.

In turn, the labels transparent reporting of facts summons experts who alert the public to the possible negative effects of ingredients used in certain quantities to cite the label as a trusted source of pertinent information and will consistently defer to the Eco-Print Facts™ label in reference to their findings positioning the label as the industry standard in concise reporting and usability.

GIVE THE CONSUMER INFORMATION



EPI will fill the need created by the growing cynicism of the consumer by reporting the measurements found in the product and international supply chain. In a platform set by the U.S. “Nutritional Facts Label”, companies will disclose ingredients of goods and compete to gain the consumers buying dollar in all aspects of the supply chain. This creates a “win-win” for the consumer, company, and the environment. Companies embrace green for reasons other than sales. In the case of simple economics, green equates to efficiency. In a New York Times article, Matt Kistler, the senior vice president of sustainability at Wal-Mart, agreed. “If this was not financially viable, a company such as ours would not be doing it,” he said.

TO SHIFT BEHAVIOR: MAKE IT AWESOME



This Freakin' Shoe is
Green!



- ♻️ Air Jordan XX3
- ♻️ By Nike
- ♻️ 23rd Edition
- ♻️ Minimal Glues
- ♻️ Minimal Materials
- ♻️ Part of Nike's Considered Collection

“Rather than monitor the use of facial masks by overseas workers handling toxic chemicals, Nike is teaching itself to design shoes that don't use them.”
- *Wall Street Journal*, 2/15/08

SOCIAL MEDIA: CREATING THE VENUE



Consumers will be educated on the following:

- What defines “environmentally friendly” products
- What the **Eco-Print Facts** label is
- Value of the **Eco-Print Facts** label
- Companies utilizing the label
- Improvements in those companies carrying the **Eco-Print Facts** label



Use of the social networks will create the venue for discussion forums. EPI will spark debate on topics ranging from Climate Change to the Green Business Method. Links to videos of factory inspections, recent media coverage, and client co-promotions will build traffic to these network pages.

BIG STORY OF 2007: REUSABLE BAGS



- ♻️ *"I'm not a plastic bag"*
- ♻️ By Anya Hindmarch
- ♻️ A fashion accessory
- ♻️ Actress Keira Knightley photographed carrying it
- ♻️ Makes it cool to re-use

courtesy of www.ecorazzi.com

MAKE THE CONNECTION



Management believes the success of the EPI proprietary system is contingent on the support of the consumer. As a result EPI is following the methodology of most consumer product manufacturers by targeting the 'youth' and bringing a style or 'sexy' aspect to the label.



This begins in fashion for two reasons. One, EPI's Chief Brand Officer comes from the high end fashion industry and still maintains relationships with such renown manufacturers as Versace, Gucci, Jimmy Choo and others. There has been an expressed interest by several of these manufacturers to work closely with EPI. In 2009 Timberland had launched their Eco-Disclosure label, and it has been gaining media and consumer attention.

Secondly, textile products have a low component count and are relatively easy to follow through the supply chain. This test bed, will quickly identify any shortcomings in the EPI system allowing management to address these concerns quickly while strategically positioning the brand for success.



Examples of EPI textile process improvement:

- Water and energy conservation
- Waste water collection and recycling
- Combined processing: desize, scour and bleach
- Bleach clean-up using enzymes
- Sulphide reduction in Sulphur Dyeing.

CONFIDENTIAL

earth partners international

DOCUMENTARIES



Michel Shane, Executive Producer of Hollywood blockbusters *"Catch Me If You Can"* (Directed by Stephen Spielberg starring Leonardo DiCaprio and Tom Hanks) and *I, Robot* (starring Will Smith) has joined our team to produce a documentary in the same caliber of *"Inconvenient Truth"*, a popular documentary on Global Warming starring Al Gore.



Through a distribution agreement with Liberty Media (parent Company to Starz, Dish Networks) the EPI documentary will be distributed through Box Office, Direct to DVD, or Direct to cable media channels. Michel Shane is currently speaking with several Hollywood A-List celebrities to star in this documentary. EPI envisions inspiring discussions on the transparency in the supply chain, reporting the measurements and ingredients, and demand for the Eco-Print Facts™ label.





EPI has identified the following revenue streams:

Licensees

- Domestic and International territory sales
- Sold by Location and industry
- yearly fees

Product Lifecycle Inspections

- Consumer Product Companies
- Full product lifecycle
- Annual inspections
- Multi product discounts

Business Inspections

- Retailers
- Distribution Centers
- Factories
- Transport companies
- Power Plants
- Wholesalers
- Annual fees

Carbon Auditing

- Business Inspection services
- Calculates green house gas emissions

Carbon Credits

- Sales of carbon credits to offset green house gas emissions.
- Retail sales to consumers via website.
- Sales of carbon credits direct from source offering flexibility in pricing.

Periodicals| Memberships

- Yearly memberships to EPI for :
 - Green organizations
 - Consumers
 - Businesses
- Sales of consumer guides and trade magazines

Ad Sales

- Ad space sales on EPI websites and in consumer guides and trade magazines.
- Sponsorship opportunities for award shows, and media events.

SALES CONSULTANTS | LICENSEES



EPI intends to market its products and services through a sales force consisting of qualified entrepreneurs who will be granted a license for a specific geographic and industry territory in the United States. These licensees will be evaluated and selected based on experience, technical knowledge, professionalism, and ability to consult with companies on supply chain efficiencies and environmentally friendly processes. These territories will be licensed by annual contract agreements and licensees will be responsible for sales quotas, customer satisfaction and overall performance.

DOMESTIC/INTERNATIONAL ASSESSORS



EPI will maintain offices in the U.S. and China and intends to open additional international offices as needed. EPI assessors will be trained in the same methods as our U.S. team. Management intends to have all inspection processes ISO certified. All inspection teams will inspect using the procedures in our ISO certified manuals, when approved, ensuring that the procedures remain the same in every location.

Additionally inspectors are charged with:

- ✦ Inspection of facilities based on requests from the consultant offices.
- ✦ Solicitation of new business allowing a factory to become reporting as an incentive when soliciting new business. Additionally, this creates an immediate solution for companies that have suppliers that are gross polluters, significant quality concerns, or do not meet requirements.
- ✦ Educating factories on how to become more efficient, and cleaner in their manufacturing techniques.
- ✦ Developing relationships with each country's respective Economic Development Authority, Green council, and key universities in addition to other government agencies that support our product.

MORE INFORMATION



Please contact us for investment options into this rare opportunity. We look forward to working with you in creating a platform that will become the standard.

