

Media Guide

www.sustain.com

www.recycletech.org



2006-2007





Laser Print Technologies, Incorporated

Yesterday - A brief history

Formed in 1989, Laser Print Technologies, Incorporated (LPTi) began its corporate mission through the recycling of empty printer cartridges. LPTi also began to create "compatible" printer cartridges through the re-use of materials that would otherwise be tossed aside as refuse. Growth was roughly 2-3% annually and the organizations footprint was limited to local and regional clientele.

In 2000, Matthew Daker and **Recycle Tech Solutions** (RTS) joined LPTi, and drove LPTi's recycling division's growth to 800% that initial year.

Today - Growth with an eye on the future

With hundreds of clients around the world, LPTi's recycling division, RTS, is an international business leader with Fortune 500 corporations, small, medium, and large businesses as clients, and partnerships with nationally recognized charities with over \$100,000 donated annually.

In early 2006, LPTi's second division, **Sustain Print Cartridges** was formed. With full service capabilities, quality guarantees, and the existing management team, LPTi is poised to grow exponentially.

The marriage of both recycling and manufacturing provides existing and potential clients with the ability to make imaging consumables a **sustainable** resource and benefit charities, and a single source to manage their document imaging infrastructure, while allowing for LPTi to keep its company mission the same:

LPTi is dedicated to bridging the gap between the rapidly growing and evolving imaging consumables marketplace and the worldwide need to preserve precious resources through renewable and sustainable imaging products.

Quick Stats & More

LPTI'S 40,000 SQUARE FOOT WAREHOUSE KEEPS EVERYTHING UNDER ONE ROOF

With multiple operational docks, logistics is no problem for LPTi and its divisions. An average of 50 trailers per week including international containers are received, processed, and shipped by our warehouse team.

Sustain's processes and procedures put us in full control, from manufacturing to quality assurance testing. This promotes exceptional workmanship, superior value, and empowers us to fulfill our product guarantee unflinchingly.

Though we're not the biggest, our existing infrastructure, leadership, pride in our product, and ability to execute on all levels enables us to be the best, hands down.

Quick Facts

Established: 1989

Management: Matthew Daker, CEO

Number of Employees: 15-20

Number of Offices: 2

Locations : Chicago and Central New York

Divisions: 2 - Recycle Tech Solutions, Sustain

Industry pioneers in reverse distribution

Hundreds of thousands of dollars donated to charities and schools

Management Team

A top tier group of individuals dedicated to not only the growth of the corporation, but the ongoing environmental and human issues as well.

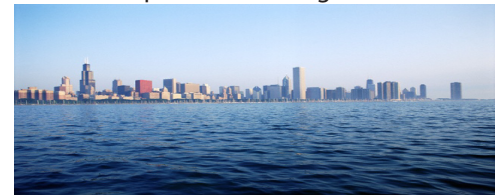
Matthew Daker - CEO

Michael Maher - Director of Technology, Marketing

Chris Heisler - General Manager

Mark Daker - Sales Manager

Ed Florence - Operations Manager



Not sure who to talk to?

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PRINTING - WHO DOES IT AND WHY DO THEY NEED US?

Everyone prints.

Businesses, schools, charities, and local governments choose us because we can provide **Sustainable** products, resources, and fund-raising revenue without raising the cost of our print cartridges one penny.

WHAT DOES THAT REALLY MEAN THOUGH?

- The price of the print cartridge is exactly as advertised
- 15-55% less expensive than OEM brands and priced lower than office super store brands
- A percentage of each individual purchase can be given to charity, regardless of cartridge choice **OR**
- A choice of rewards points redeemable through our rewards catalog
- Sustain will recycle it's own print cartridges, as well as OEM's
- Customized pricing models for corporations, educational institutions, and not-for-profits
- Client specific stores: Sites that provide clients with their own virtual store within the shopsustain.com site

Essentially, when you purchase a cartridge from Sustain, you are purchasing a renewable, **Sustainable** resource that automatically gives back to you and the community every time without contributing harmful waste to landfills.

WHAT IS A TONER CARTRIDGE, AND WHY IS RECYCLING THEM SO IMPORTANT?



Toner or print cartridges are used in laser printers, inkjets, multi-function machines (printer, copier, fax, scanner), fax machines, and other office machines.

Recycling empty toner cartridges allows for a full remanufacturing process to take place, saving all that harmful waste (petroleum and petrochemical derivatives) from being put back into the earth.

The typical used toner cartridge weighs about three pounds and is composed of 40 percent plastic, 40 percent metal and smaller percentages of rubber, paper, foam and toner. The plastic is made of engineering-grade polymers and takes at least 1,000 years to decompose. However, approximately 97 percent of these combined components can be recycled or reused. (Source - Alameda County Waste Management Authority)

HOW DOES RECYCLING TONER CARTRIDGES REALLY BENEFIT YOU?

- When you recycle an empty toner cartridge, you are preventing up to 4.5 lbs of plastic (petroleum derivatives) from being disposed of in a landfill
- Each empty toner cartridge becomes a renewable, **Sustainable** resource that can be used for fund-raising

WHY USING OUR PRODUCTS AND RECYCLING IS COST EFFECTIVE

IT'S IN THE NUMBERS

As shown in the table below, the very same print cartridge made by Sustain is, on average, considerably less expensive than an OEM's product. Add to that Sustain's value added features and now a single use product has become reusable many, times over. With increased value to both the consumer, charity, and the environment, **Sustain will help make your mark and make it last.**

| Price Comparison | |
|------------------|----------------|
| Sustain | OEM |
| 09A - \$99.99 | 09A - \$186.99 |
| 27X - \$78.99 | 27X - \$128.99 |
| 6656 - \$14.99 | 6656 - \$19.89 |
| 6657 - \$19.99 | 6657 - \$34.79 |

Doing more for the planet and spending less. That's really making your mark, and making sure it lasts.

Choose Sustain Print Cartridges and you're choosing value, service, and an investment in a future we can all count on.