

FISHER & PAYKEL, CUIPO & YOU

—
SAVING THE RAINFOREST
1 METER AT A TIME

Fisher & Paykel

WE ALL HAVE A RESPONSIBILITY

Commitment to energy efficiency and preservation of the environment is a corporate guideline and an integral part of the culture of Fisher & Paykel's Appliances.

There has been a consistent increase in demand for energy efficient home appliances that not only cuts down on energy costs, but also are not harmful to the environment. This is not a new initiative for us. Long before the recent push for green products we were envisioning and creating energy efficient and environmentally beneficial appliances for the home. Our impressive legacy of innovation stretches back to our founding in New Zealand more than 75 years ago.

Fisher & Paykel's dedication and commitment to the environment goes far beyond energy efficient appliances and we have now partnered with Cuipo in the fight against deforestation.

CUIPO

Cuipo (pronounced kwee-po) is a social enterprise working to protect and preserve the world's endangered rainforest, one meter at a time. The preservation efforts are centered on the belief that the best way to stop rainforest deforestation is to buy the land and preserve it. Cuipo purchase large parcels of land for transfer to a non-profit foundation, One Meter at a Time, for permanent preservation.

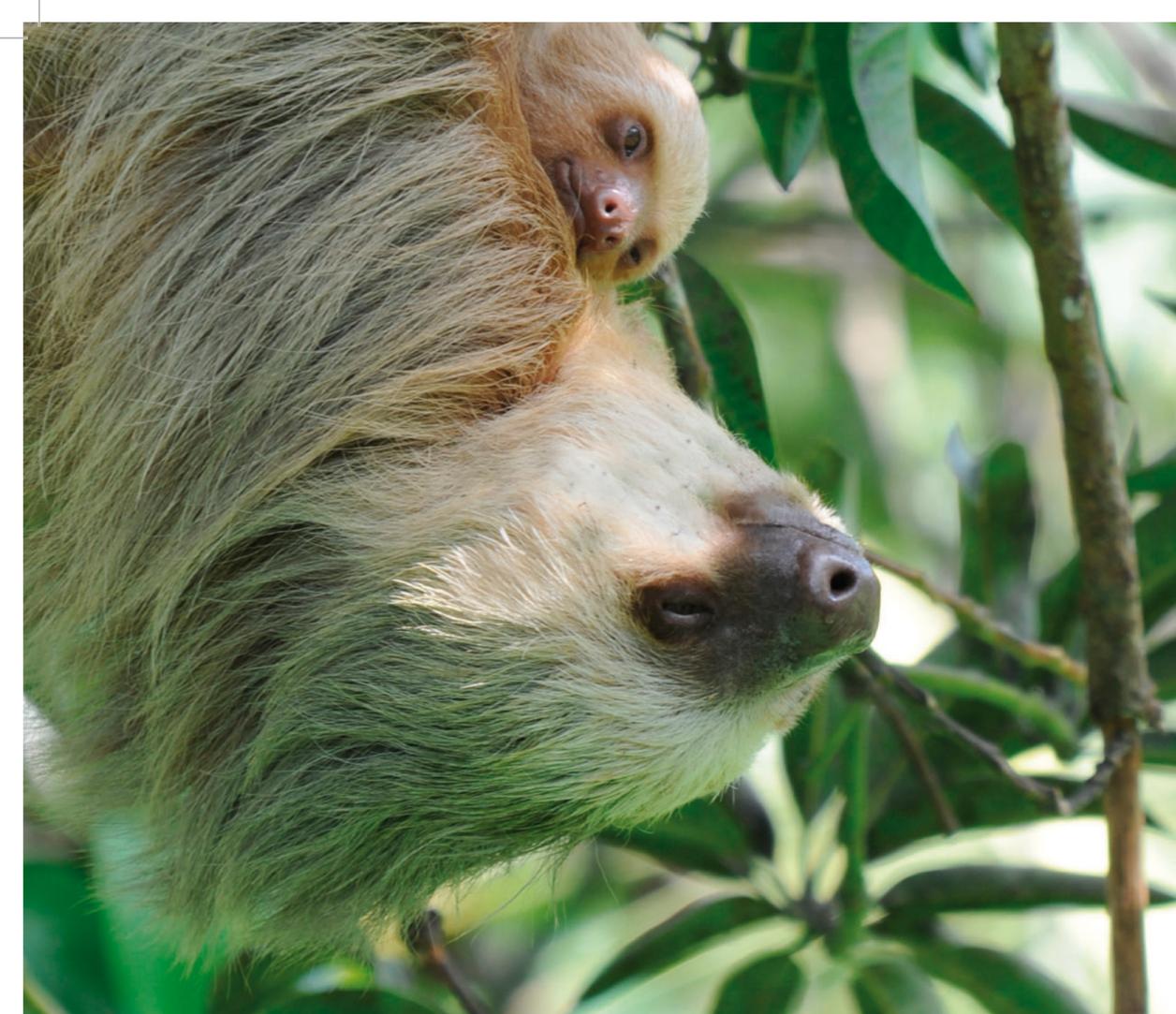
THE PARTNERSHIP

When you purchase any Fisher & Paykel branded dishwasher, refrigerator or washing machine in the United States or Canada you are eligible to redeem 20 square meters of rainforest and do your part in the fight against deforestation.

SAVING THE RAINFOREST IS SIMPLE

- 1 Purchase an eligible product
- 2 Go to www.fisherpaykel.com/cuipo for information on how to redeem your meters— a simple 3 minute process
- 3 Once complete you will see the exact meters of rainforest you have saved from deforestation on an interactive satellite map of the Cuipo reserve





THE CUIPO INITIATIVE

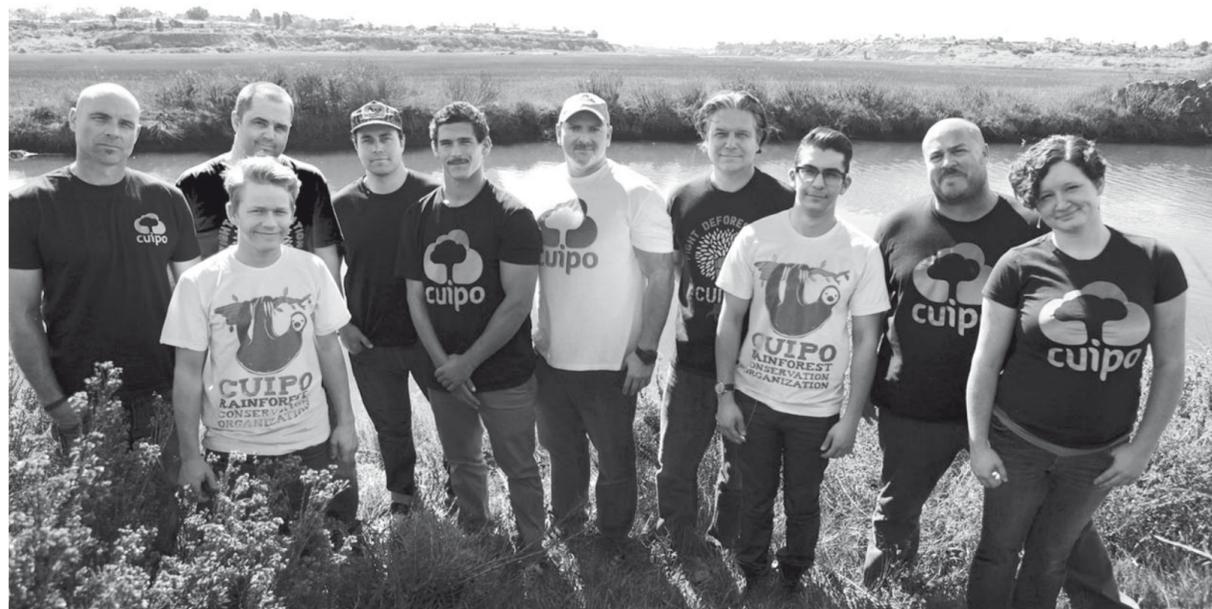
THE RESERVE

The Cuipo Rainforest Preserve is located in Chepo, Panama close to the Darien National Preserve. Historically, the dense forests and rocky terrain of the Chepo Rainforest shielded it from the outside world. Improved transportation has made this land accessible and development now threatens this ecosystem. Rainforest is disappearing as agriculture, logging, development, mining, and tourism expand into these pristine areas. Cuipo has acquired 13,354,600 square meters (3,300 acres) of rainforest to set aside for preservation.

THE STORY

While operating two private equity real estate funds in Panama, Tom Murray and Gus Hurst witnessed deforestation firsthand. In 2007 they began Cuipo to save the rainforest one meter at a time.

“We’re concentrating on primary rainforest—once it’s gone, there’s no getting it back. I don’t believe in telling people what to do with their property, but if it’s my property, I bought it, I’m going to protect it.”—Tom Murray. With their real estate experience in Panama, Gus and Tom realized the only way to ensure the preservation of endangered rainforest land was to acquire it and set it aside for permanent preservation. They decided “why don’t we buy the land with our own money and then allow people to save it in very small increments?” An easier approach compared with inspiring millionaires to buy the land or convincing governments to protect the land with policy. So Cuipo began purchasing swaths of primary rainforest land in Panama donating 100% of land preserved to its nonprofit foundation, One Meter at a Time, whose responsibility is to protect, preserve, and educate.



A few years later, Gus shared the Cuipo mission with his long time friend John Oswald, former co-founder of Paul Frank Industries. At the time, John, a member of the U.S. Green Building Council, was constructing a green home. When he learned about the magnitude of deforestation, he had to join the fight to protect and preserve the rainforest. In 2010, John became co-founder of Cuipo, expanding its vision to include an eco-friendly product line. With his expertise in the apparel industry and eye for sustainable design, John shaped the Cuipo brand inspired by the rainforest of Panama.

“We’d love to take this to the Philippines, the Congo, Indonesia and create a grassroots effort. Cuipo allows people who don’t have a lot of money to be involved—kids can do this. What I love is that anyone can feel empowered—everyone can get involved, everyone can make a difference. We would like to turn Cuipo into a verb, ‘what land should we Cuipo next’.”

—Tom Murray



saving the rainforest
one meter at a time

www.cuipo.org
FPBR0453



Printed on FSC Chain-of-Custody certified porcelainECO™ paper