

TSC



Trees for  
Tomorrow



TSC Auto ID [tscprinters.com](http://tscprinters.com)





**Trees for  
Tomorrow**

## One Tree for Every Ribbon Box

For each ribbon box you purchase from TSC Genuine Supplies, we plant a tree.

### OUR ENVIRONMENTAL VISION

At TSC Auto ID, we are dedicated to promoting responsible consumption and production through green manufacturing, products and value chains, while minimising waste. By optimising energy and resource efficiency, we are resolutely focused on reducing carbon emissions and leading proactive climate action. These integrated efforts propel us towards a circular economy and a sustainable future.

**We integrate sustainability into our business model to drive long-term value and create a positive global impact. Our approach includes:**

- **100% GREEN PACKAGING**

Attaining 100% green packaging by 2026 highlights our commitment to sustainable practices that minimise waste and promote responsible consumption and production. This goal aligns with our dedication to reducing environmental impact and advancing towards a circular economy.

- **10%+ Recycled Materials in Printers**

Incorporating 10% recycled materials in our printers by 2026 reflects our commitment to sustainable resource use and reducing our environmental footprint. This initiative supports responsible consumption and production and also towards a circular economy.

- **20%-40% Greenhouse Gas Reduction**

Reducing GHG emissions by 20%-40% by 2030 highlights our commitment to climate action. This significant reduction will contribute to both sustainable energy practices and broader climate goals.



# TSC Auto ID partners with treecelet for a Greener Tomorrow!



For every ribbon box sold, a **new tree** will be planted by Treecelet as part of our new impactful initiative.



## So, Who is Treecelet? And Why Did We Choose Them?

**Treecelet** is an organisation committed to **environmental sustainability** through **extensive reforestation** efforts. Their mission is to significantly **enhance the planet's green cover** and **support thriving ecosystems**.



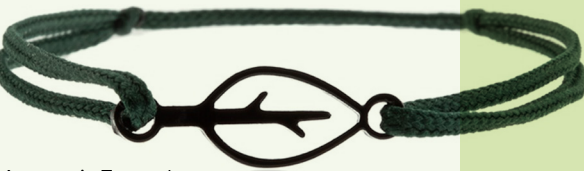
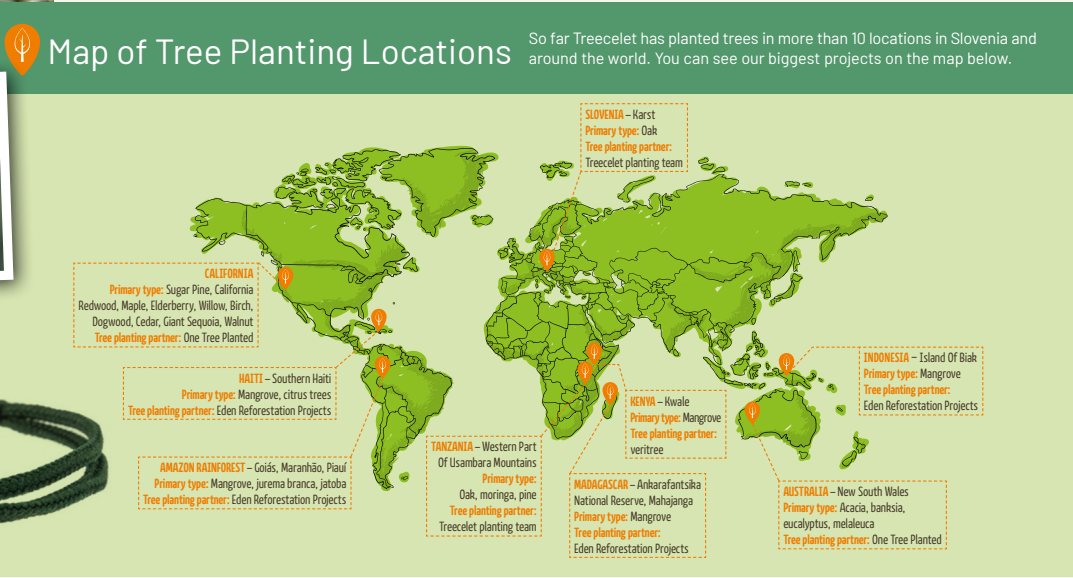
## HERE'S HOW TREECELET IS MAKING A DIFFERENCE:

- Reforestation Efforts**  
Treecelet leads global tree-planting activities to expand green spaces, bolster eco-systems, and combat climate change.
- Global Participation**  
The initiative unites over 50,000 people worldwide in its mission, promoting a collective movement towards environmental stewardship.
- Mission-Driven Approach**  
Prioritising ecological benefits and the well-being of nature, animals, and communities over profit, Treecelet exemplifies a deep commitment to sustainable practices and positive environmental impact.

Our partnership with Treecelet reflects our shared business values in creating a meaningful impact. Their values align seamlessly with ours, focusing on ecological benefits and sustainable practices.

**By working with Treecelet, we're not just planting trees - we're expanding global greenbiomassandsupportingthehealth of our planet. At TSC, we believe that minimising our environmental impact is just the beginning. Our collaboration with Treecelet goes beyond, actively contributing to nature's renewal and nurturing a sustainable future.**

- Collaboration with Partners**  
Treecelet collaborates with various organisations to enhance its effectiveness, increase global green biomass, and promote healthier ecosystems.



Amazonia Treecelet



# WHY TREES ARE VITAL FOR SUSTAINABILITY

## CLIMATE REGULATION

Trees absorb carbon dioxide during photosynthesis and store carbon, helping to mitigate climate change. By reducing greenhouse gases in the atmosphere, they play a crucial role in stabilising global temperatures.

## AIR QUALITY IMPROVEMENT

Trees filter pollutants from the air and release oxygen, enhancing air quality. They act as natural air purifiers, which is essential for reducing respiratory illnesses and improving overall public health.

## BIODIVERSITY SUPPORT

Trees provide essential habitats for a vast array of wildlife. They sustain diverse ecosystems by offering shelter, food, and breeding grounds for countless species, thus supporting biodiversity and ecological balance.

## SOIL CONSERVATION

Tree roots anchor soil, preventing erosion and promoting soil health. This helps to maintain soil fertility, which is vital for agriculture and preventing landslides.



## WATER MANAGEMENT

Trees contribute to the water cycle by absorbing and releasing water through transpiration. They help to regulate river flows, reduce flooding, and maintain groundwater levels, ensuring a reliable supply of fresh water.

## ENERGY EFFICIENCY

Urban trees provide shade, which can reduce the need for air conditioning and lower energy consumption in buildings. This leads to reduced greenhouse gas emissions and a smaller carbon footprint.

## ECONOMIC BENEFITS

Healthy forests and tree cover can boost local economies through sustainable timber production, ecotourism, and improved property values. They also contribute to resilience in communities by providing resources and recreational spaces.

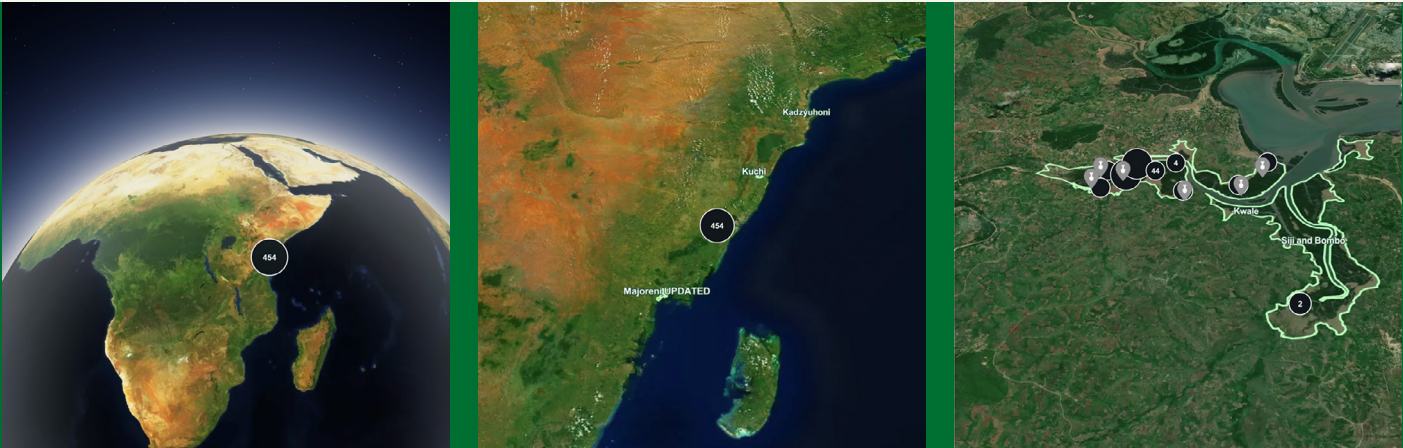
## MENTAL AND PHYSICAL HEALTH

Green spaces with trees offer recreational opportunities and improve mental well-being. Access to nature is linked to reduced stress and enhanced overall quality of life.

**At TSC, we recognise that integrating tree planting and conservation into our sustainability efforts is important for nurturing a balanced and resilient environment. Trees are more than just an element of sustainability—they are the foundation of a thriving, healthy planet. By partnering with Treecet, we are committed to advancing these essential goals and making a tangible impact on the environment.**



# 2024 TSC Trees for tomorrow are allocated in Kenya. Here's some more info...



## HISTORY OF DEGRADATION (WHY)

Coastal Kenya is one of the least developed regions of the country. These communities are dependent on the mangrove ecosystems for employment, livelihood, and nutrition. In recent decades, coastal areas in Southern Kenya have been urbanised at unprecedented rates. Mangrove forests were converted into other land use. Coupled with lack of effective governance, mangroves were overexploited and overharvested. The destruction of the mangrove forests also contributed to the loss of critical habitats for many organisms. Threatening the livelihoods of these impoverished communities, pushing them further into poverty.

## RESTORATION (WHAT)

With your support, we are restoring the mangrove forests in Kenya. The goal of this project is to empower the impoverished coastal community to break the poverty cycle. In restoring the mangrove estuary, which is rich in biodiversity, this project will provide fishing grounds for local people. This helps to create additional income streams, including sustainable harvests from the mangrove forests. The restored forests will also help to stabilise coastlines. This will act as a vital line of defense to protect the land and the communities during tropical storms.

## Who: Earthlungs

LIVE FIELD DATA	
Trees planted	35.000
Trees ordered	55.000
Area restored	5,5 ha
CO <sub>2</sub>	13,640t
Tree Species	8
Average Rainfall	456 mm

\*The data relates to the entire project that TSC is a part of.

## PROJECT MILESTONES

Status: Ongoing planting and monitoring

- Site assessment
- Design
- Initial planting
- Ongoing planting and monitoring





# THINK BIG with TSC Auto ID

## From One Tree to a Thriving Forest

We are committed to more than just planting trees—we're envisioning entire forests! This year, we've already planted 1,000 trees, and our ambitious goal is to add 4,000 more by the end of 2024. Join us in this exciting journey and witness the transformation from individual trees to flourishing forests. Contribute with us and be a part of this green revolution!



### Join Us: Get Quality Ribbons and Help Grow a TSC Forest!

When you choose TSC Genuine Supplies, you're not just purchasing high-quality ribbons — you're also supporting a greener planet. Each purchase contributes to the creation of lush forests, thriving wildlife, and happier communities. Together, we can make a lasting impact and grow a brighter, more sustainable future!



## TREE PLANTING MADE SIMPLE

1

### Make a Purchase

Choose any of our premium ribbon products.

2

### TSC x Treecelet Plant a Tree

For every ribbon box you buy, we will plant a tree in your honour through our collaboration with Treecelet.

3

### Track Your Impact

Visit our website to view the trees planted and their locations, and see the difference you're making.



TSC Auto ID [tscprinters.com](https://tscprinters.com)