



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study

*cassette*TM



“At Cassette we believe that outstanding work, careful management and considerate business practices will achieve success both for our clients and for ourselves. We work within your budget, and we always keep in mind the ultimate goal: to engage and motivate prospects to give you their business.”

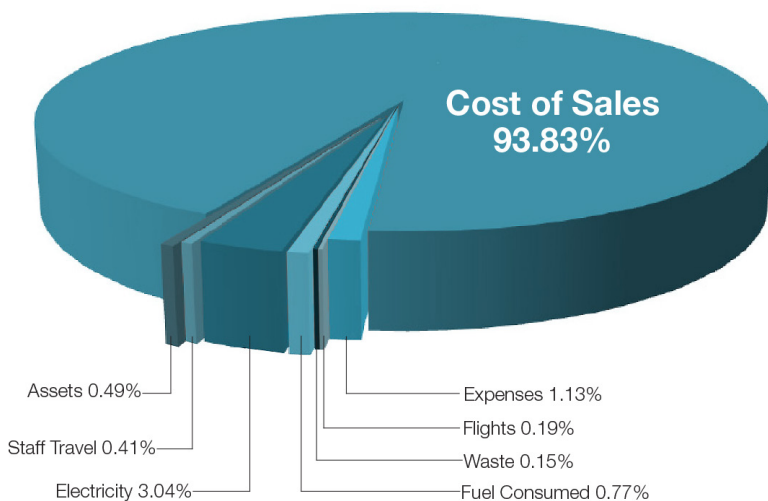
CASSETTE IS CERTIFIED CARBON NEUTRAL!

Established in 2000, Cassette is a team of dedicated and creative professionals who share the belief that original design combined with superior printing and innovative advertising, contribute significantly to business success.

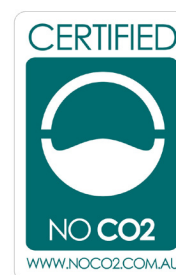
Cassette committed to the NoCO2 certification program in 2008, and has since continued to experience significant growth and success. Their commitment to reduce and offset their greenhouse gas emissions every year has resulted in thousands of tonnes of carbon dioxide equivalent being abated through the purchase of verified carbon offsets, equivalent to what a car would produce driving to the moon almost 50 times!



CASSETTE EMISSIONS BY SOURCE FOR FY2010



NOCO2 CERTIFICATION:



The NoCO2 standard is the highest level of certification offered by the Carbon Reduction Institute. It means that a company has completely removed its climate change impacts. NoCO2 certified companies can display the NoCO2 or Carbon Neutral Service logo to market and communicate the climate change actions they have taken. Certification is metered through an audit by our sustainability engineer's that determines the total emissions resulting from operations; education in reduction strategies, the purchase of carbon offsets, and a monitoring process that ensures that your company continues to leave a zero carbon footprint year after year.



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