

# TREES CAN MOVE MOUNTAINS.

Carbon neutralisation with Evers ReForest, the reforestation company of the Eversfrank Group.



# HOPE IS GREEN.

CO<sub>2</sub> is one of the key perpetrators of climate change. That's why it's up to all of us to reduce greenhouse gas emissions, or even to avoid them completely, if possible.

The latter is only partially possible for the production of catalogues, brochures and many other activities. The solution until such a time as it is fully possible is called CO<sub>2</sub> compensation. Just one single tree can convert an average of 100 kg of CO<sub>2</sub> into biomass in a year. How much could you achieve with an entire forest?

In 2011, we became the first ever printing company to found its own in-house reforestation company – Evers ReForest. It showed us that CO<sub>2</sub> compensation isn't actually that complicated: CO<sub>2</sub> emissions arising due to the printing production process and which cannot be prevented despite every effort can be offset through the reforestation of mixed deciduous forests. We've been providing carbon-neutral printing services in-house ever since.

Sustainability has become a value-adding factor for brands today. Businesses that pursue an environmentally-conscious strategy are not only doing something good for the planet

but are also promoting their image and, depending on the industry, are even capable of generating more sales by doing so. To demonstrate your involvement, you will receive a certificate and you may even label your products with the Evers ReForest logo.

Moreover, your dedication can even be seen, touched, smelled and wandered through: you can visit your own personal forest at any time. We believe that when you can actually see the result of your involvement then you'll be prepared to do even more. And this is urgently required as climate change is one of the biggest challenges for all of us.



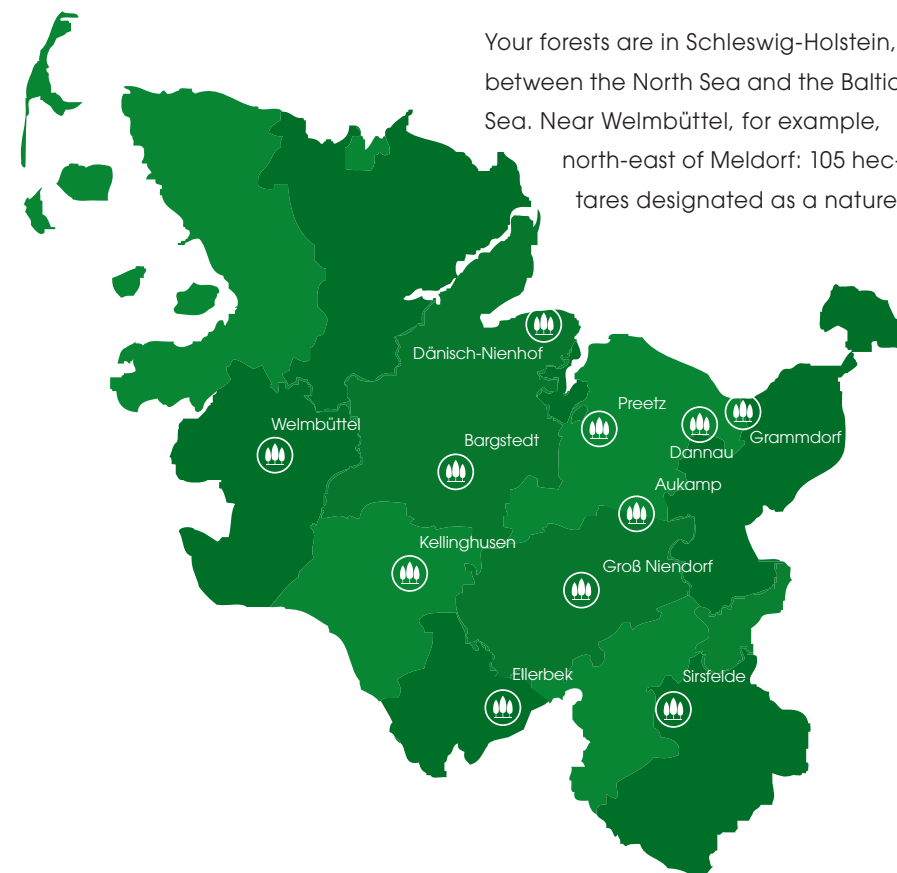
## HOW EVERS REFOREST WORKS.

Evers ReForest plants 7,000 to 8,000 trees per hectare for new mixed deciduous forests. Whether they're beech, oak, maple, hornbeam or lime trees, they all help you improve your individual CO<sub>2</sub> balance sheet, no matter

whether you have us print leaflets, catalogues or magazines, or even if you operate a large fleet of vehicles. Simply invest in one or more trees, become actively involved, obtain the Evers ReForest logo and a certificate –

and you're done. In doing so, a forest quickly emerges – a habitat in which animals and plants can settle down and feel at home. Your tree continues to grow for decades and offsets more and more CO<sub>2</sub>.

## OUR REFORESTATION AREAS.



Your forests are in Schleswig-Holstein, between the North Sea and the Baltic Sea. Near Weimbüttel, for example, north-east of Meldorf: 105 hectares designated as a nature

conservation area. Or in Lehmkuhlen, a municipality that borders the town of Preetz to the east, right in the middle of the northern foothills in the hilly landscape of Schleswig-Holstein.

carbon neutral  
by  
**EVERS  
ReForest**  
More trees. Less CO<sub>2</sub>.

This print product supports the reforestation of mixed broadleaf forests in Schleswig-Holstein (Germany) for a sustainable compensation of greenhouse gas emissions.  
[www.evers-reforest.com](http://www.evers-reforest.com)