

General Case Study

# KEYIMPACT SALES AND SYSTEMS RELEAFS

KeyImpact Sales & Systems is a leading national foodservice sales and marketing agency dedicated to serving inherently diverse industry needs. KeyImpact currently employs approximately 850 associates in 49 states with industry expertise in sales, marketing, culinary, K-12, military, college & university, contract feeding, retail, deli, national & regional commercial chains, recreation and distribution, as well as extensive product & category expertise.

To increase efficiencies, KeyImpact's long-term print management partner, Digital Office Products, provides innovative solutions to cuts costs, secure documents, and reduce environmental footprint. For example, through partnership with Toshiba, Digital Office Products installed Toshiba's energy efficient devices on-site.

Additional programs aimed at reducing environmental impact, such as Zero-Waste-to-Landfill (Toshiba's toner recycling program), have contributed towards helping to offset KeyImpact's environmental footprint.



Along with championing KeyImpact's green initiatives, KeyImpact team members exhibit commitment to Corporate Social Responsibility through community outreach programs and often engage in efforts to package and distribute meals to help specific populations within their local communities.

Quick Facts	
Industry:	Foodservice sales & marketing
Location:	Operations throughout the U.S., with exception to Hawaii
Pages Printed Since Aug 2016:	1.4M pages
Trees Planted Since Aug 2016:	158 standard trees
Reforestation Projects:	Madagascar, Brazil, Mexico, India, Dominican Republic, and the United States
Key Benefits:	Enhance current sustainability initiatives

## About KeyImpact Sales and Systems

KeyImpact Sales and Systems, formed in 2000 through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, has grown to become the largest independent foodservice sales and marketing agency in the United States. KeyImpact works across all segments of the foodservice trade channel, representing manufacturers of food, packaging, and supplies, and providing sales and marketing services to distributors and operators. KeyImpact administers a cost-effective and efficient means of uniting the complex and fragmented foodservice industry.

## About Digital Office Products

Digital Office Products, based in McLean, Virginia, has served the office equipment needs of Mid-Atlantic area businesses for over 30 years. Led by a tenured Service Department, engaging the latest technologies, and with extensive local inventory of parts and supplies, Digital Office Products ensures responsive support, local decision making, and accountability. Digital Office Products has partnered with select industry leaders, including Toshiba, to combine nationwide service and support with the extensive resources provided through OEM partnerships, providing customers with the best technology available on the market. Digital Office Products is committed to green practices from zero-waste-to-landfill toner recycling to greener manufacturing.



## The Challenge

KeyImpact embraces a “zero footprint” commitment to reuse or recycle total consumption via various offsetting mechanisms. However, with operations across 57 branch locations, adoption and uniformity are naturally difficult.

## The Approach

Digital Office Products shares in KeyImpact’s mission for sustainable solutions, and thus had already implemented several eco-innovations. When PrintReleaf was presented to Digital Office Products through partnership with Toshiba, Digital Office Products saw the service as both a complement to existing KeyImpact initiatives and means to implement an automated solution within each office.

*“We have been working with Chris and his team for several years. KeyImpact has a commendable focus on sustainability so when PrintReleaf became available to us through our partnership with Toshiba, we immediately knew it would be a perfect fit.”*

*-- Chris Beran, Digital Office Products  
Field Solutions Manager*

*“I was very enthusiastic when Digital Office Products presented PrintReleaf to me as a sustainable solution. This program is the first of its kind and therefore not common in our industry. It helps to set us apart.”*

*Chris Bosch, Key Impact  
Director IT Infrastructure*

## The Impact

PrintReleaf is a cloud-based software that integrates with Managed Print Services and Data Collection Agents to automatically extract page count data, reverse calculate that data to standard tree equivalents harvested to procure the paper, and then enables customers to direct their forest impact offset across PrintReleaf’s international network of certified forests. The entire process is fully automated at the customer level. With KeyImpact’s agreement, Digital Office Products connected all print devices to PrintReleaf’s Exchange Platform. Thus, adoption throughout KeyImpact operations was seamless. Since August, 2016, KeyImpact has automatically ‘releafed’ total paper consumption – roughly 22 trees per month.

## About Toshiba America Business Solutions

Toshiba America Business Solutions (TABS) provides multifunction printers, managed document services and digital signage for businesses of all sizes throughout the United States, Mexico, and Central and South America. The company’s award-winning [e-STUDIO™](#) copiers and printers provide quality performance with the security businesses require. Complementing its hardware offering is a full suite of document workflow services including [Encompass™](#), TABS’ acclaimed Managed Print Services program. TABS’ [Ellumina™](#) digital signage offering includes the hardware, software and services needed to implement dynamic and interactive digital signage installations.

## About PrintReleaf

PrintReleaf, the first technology platform offering cloud-based paper tracking and reforestation, gives customers visibility into the number of trees deforested to procure their paper usage. Customers then direct the offset of their forest footprint into PrintReleaf’s certified global reforestation projects. The entire customer experience is automated through PrintReleaf’s Exchange platform, a patented software that measures paper usage, reverse-calculates to forest impact, and then ‘releafs’, or reforests, that paper back into the environment. Since the platform’s inception in 2014, PrintReleaf customers have releafed ~2.4B pages, the equivalent of ~290K trees. Currently PrintReleaf is reforesting at a rate of ~ 500 trees per day.