



**At Deluxe Corp:
Environmental Sustainability =
Economic Sustainability**

Judy Ohannesian
Director of Logistics and
Sustainability

Deluxe is a Manufacturer

- Today we provide a wide range of products, services and networking for small businesses, financial institutions and personal check consumers.
 - Web hosting services
 - Social networking for Small Businesses
 - Checks and forms for consumers and small businesses

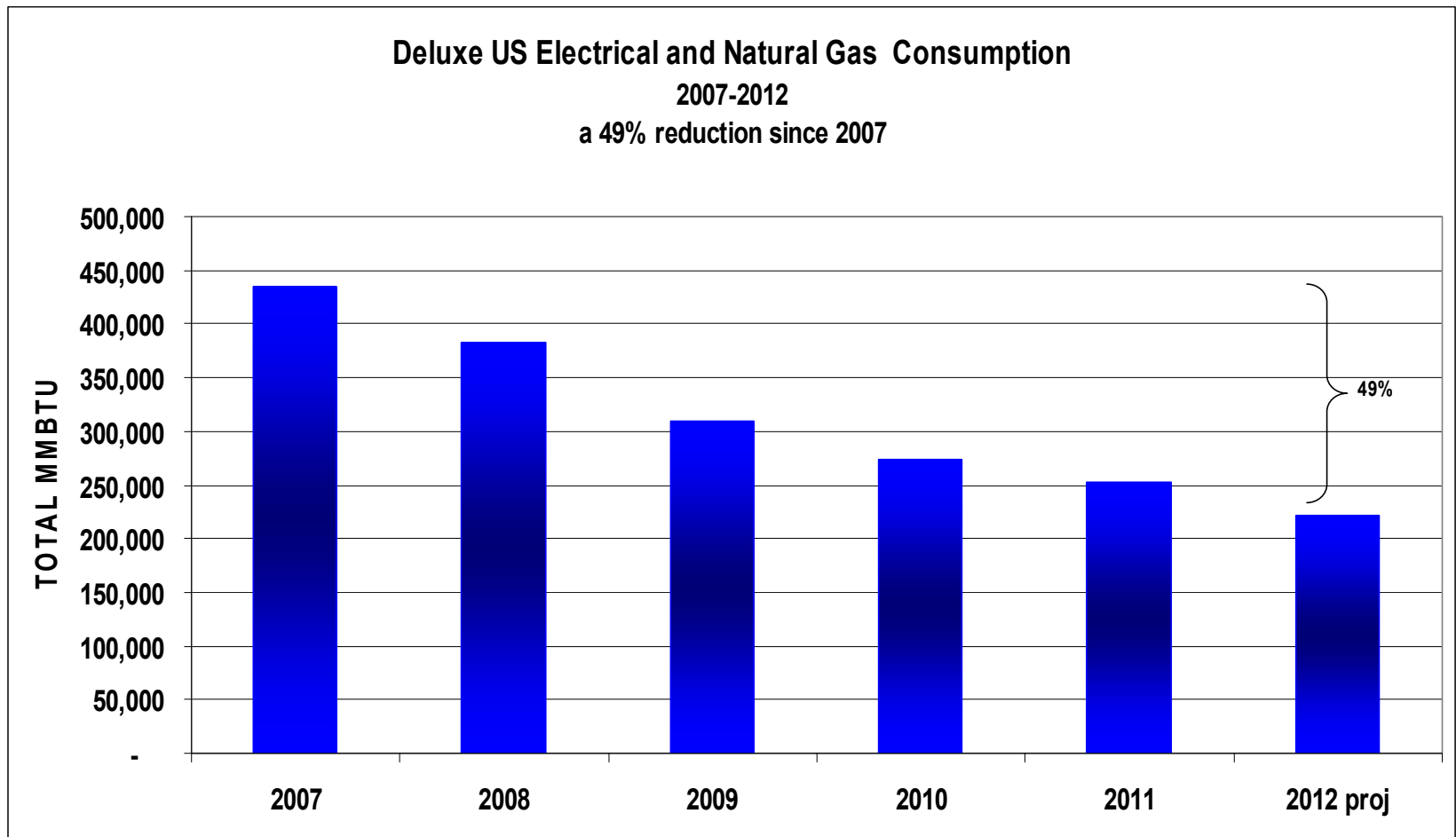
Deluxe is a Manufacturer

- We have plants and call centers across the country:



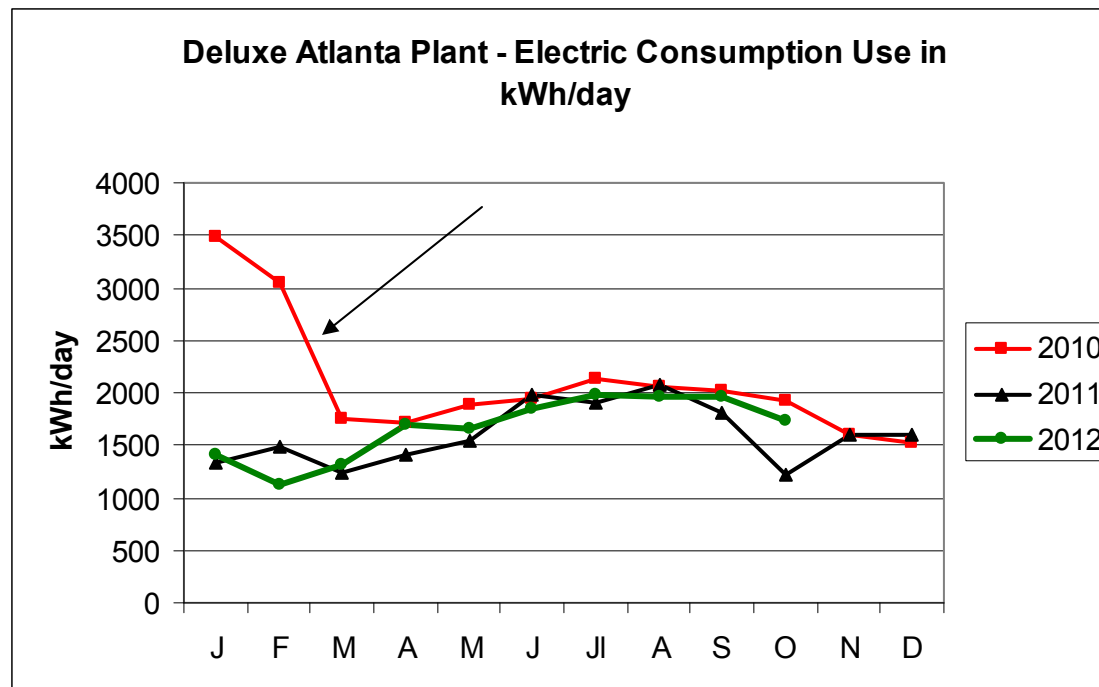
Environmental Sustainability

- Reduced Facility Energy Consumption by 49%



Environmental Sustainability

- Reduce Energy Consumption
 - Facilities Mgmt
 - Capital projects to install more energy efficient lighting in nearly all facilities



Environmental Sustainability

- Reduce Energy Consumption – the ‘opportunistic decisions’
 - Facilities Mgmt
 - Replaced roof in KC plant with white versus black, which reflects nearly 90% of the sun’s rays away from the building



Environmental Sustainability

- Reduce Energy Consumption
 - Logistics, the obvious changes
 - Converted Truckload to Intermodal where feasible on high frequency lanes
 - Load Factor improvements
 - Partnered with carriers that make sustainable investments in equipment
 - Streamlined the flow of materials
 - Reduced product transit miles wherever possible

Environmental Sustainability

- Reduce Energy Consumption – product form from shipping 3 dimensional parcels to ‘flats’



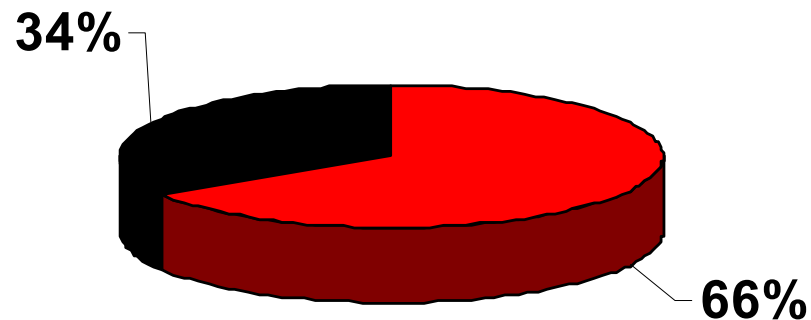
Environmental Sustainability

- We changed the way we buy electricity to support the development of renewable sources of energy



Deluxe ranks #1 among US printers for green power purchases

**Deluxe Corp. % Green Power
Electrical Purchases, US Operations**



■ Renewable Energy ■ Non Renewable Energy