

Profitable Sustainability Solutions™ from New Composite Partners

In keeping with our commitment to our industry collaborators, New Composite Partners (NCP) is pleased to offer a breakthrough approach to assist in the market development of your environmental products,
Profitable Sustainability Solutions™!

Profitable Sustainability Solutions™ (PS²) is a multi-faceted, dynamic strategy for environmental product or technology market development.

The **PS²** process is a systematic, goal-focused process that involves the following steps:



Step One: Opportunity Assessment

Using our proprietary tools, New Composite Partners conducts an assessment which first determines the most in demand product sectors within our United States federal and state procurement programs over several years relevant to your product offering. We then identify and assess products within those procurement programs that would compete against your product. The result of this process will provide you with a snapshot of the best procurement opportunities within 15 states participating in biobased product procurement systems, as well as the 584 billion dollars spent on procurement annually by United States Federal Agencies.



Step Two: Product Development

Today's changing economic conditions and new science have combined to create tremendous business opportunities in the sustainable products sector. However, choosing your ideal raw material can be tricky and time consuming. Your success is directly related to experience and ability in understanding these sustainable materials.

NCP brings a highly specialized expertise in the advanced materials technology domain with access to some of the most highly qualified, skilled and experienced specialists in sustainable materials globally.

Under this step, NCP will assist your company with incorporating the best sustainable material options available by utilizing a portfolio of technology platforms from around the world via our partner channels.



Step Three: Certification

To position your product for success in the biobased procurement program and beyond, our team will organize all of the necessary pieces related to brand requirements for federal biobased certification. If you have an already existing brand, we can supplement with any missing, but required, components for your product's entry into the government sales marketplace. A unique competitive strength and capability of NCP is our in-depth knowledge and experience working with this marketplace. NCP will aid in the required application, testing, and certification process to obtain the proper labeling to position your products for advantageous procurement options via the **Mandatory U.S. Federal Purchasing Initiative**. This initiative refers to the requirement by government entities to purchase biobased products over their traditional counterparts. Once obtained, the biobased certification can enhance your marketing materials to highlight the competitive position of your company. Additionally, the certification appeals to the private sector through the sustainability initiatives of many Fortune 500 companies.



Step Four: Cost Sharing Program

Once certification documentation is obtained, NCP can utilize their in-depth knowledge of the federal funds available to you and provide guidance through the cost-sharing program. This program focuses on the expansion of domestic biobased products into the international marketplace by offering funding for a multitude of marketing related activities relevant to building your brand. Our team can provide guidance through the program and streamline the application process.



Step Five: Green Path Marketing Tool

NCP's proprietary **Green Path Marketing Tool** offers a unique opportunity to utilize data scraping along with automated marketing to meet the sales objectives of your organization. Data scraping is the technological art of mining information from the internet in order to collect data for a defined purpose. The process is beneficial in that it provides your company lead generation that meets your specific criteria.

Green Path uses social media as a medium for performing due diligence and marketing. Our team will work with you to produce search criteria and prospect selection that best meet your marketing objectives and utilize the **Green Path** tool to collect and process the data. The tool will then begin the process of engaging the prospects from the data scrape.

Green Path is focused on building trust and connections, but without being too direct or overly pushy. The focus is to persuade the prospect over a series of light touches to whichever proposition we are promoting but represents value and is based on integrity. The system finds positives that we can talk about, link with a decent reason to connect and then completes the process with several follow ups. Once a prospect is fully engaged, they are handed off to your business development team to maintain contact and build a relationship.

In the end, the **Green Path Marketing Tool** is an integral part of the **PS²** service, as it can help you achieve many of your business goals including sales growth and building your brand by improving your company's overall market visibility

Whether you would like to incorporate renewable materials into your current products, pursue opportunities within the **Mandatory U.S. Federal Purchasing Initiative** or just simply use our **Green Path Marketing Tool** to increase sales, our passion is delivering solutions to our business clients by offering alternatives to traditional practices that allow our customers to boast both high performance ROIs and impressive market credentials. By utilizing our **Profitable Sustainability Solutions™** strategy, we provide a system for our clients to accomplish their objectives!



As an industry partner, you can expect New Composite Partners to provide tailored solutions in services, with unsurpassed quality and reliability. Utilizing our network of dedicated and experienced industry specialists, we are fully committed to being a reliable partner by turning the knowledge of our global team into intelligent, profitable results for our clients.