cranberry
PRINT MARKETING PARTNERS

create. communicate. connect.

All of us at Cranberry Print Marketing Partners would love to help you tell your story. We want to bring you ideas that motivate your prospects, customers and employees, utilizing our creative input, production tools and state of the art technology.

HOW CAN WE HELP YOU?

Cranberry Print Marketing Partners' mission is to provide clients with access to all of the communication channels that they need to compete in today's business environment. We help you create solutions utilizing web, email, mobile, print, mail, and more. We allow you access to best-in-class services with personal service that goes unmatched.

QUALITY | RELIABILTY | TRUST

Create. Communicate. Connect.

Cranberry Print Marketing Partners provides offset, digital and large format printing services. Enhanced by creative design, cross media communications, web-to-print technologies, bindery, finishing, fulfillment and mailing. We will work with you to develop your brand through communication, marketing collateral, web, social and interactive media, campaign metrics, media purchasing and placement, intelligent mail barcode and data base management. We want to produce everything you envision.

OFFSET PRINTING

Cranberry Print Marketing Partners offers offset printing services. Brochures, booklets, and catalogs are all projects that are suitable for offset printing, and our museum quality production process allows you to produce finished pieces that mirror the quality of your business.

DIGITAL PRINTING

Finished color pieces can be produced in hours instead of days, and with more personalized information than ever before. Variable digital printing is continuing to grow at double-digit rates, and we are very excited to be able to offer our customers a comprehensive solution to their evolving print requirements. From short run time sensitive projects to complex variable documents with image personalization or dynamic charting and graphing, we deliver a personalized digital solution that will maximize your message.

LARGE-FORMAT PRINTING

Cranberry Print Marketing Partners will facilitate all of your large-format printing needs. We can print direct onto rigid and flexible substrates alike, allowing you the freedom to select whatever media type works best for you.

Consider branded glass on the doors of your conference room, or a massive outdoor banner communicating your message.

AUTOMATED MAIL PRODUCTION

Cranberry Print Marketing Partners will help you develop, maintain, and improve your ongoing mailing programs. Improve your workflow by streamlining your data management and optimizing your production and mailing.

Working with you to determine the attributes of the automated mailing program, and craft a custom solution to create and fulfill your program.

Our automated mail production will reduce the stress on your staff while improving profitability.

CROSS MEDIA COMMUNICATION

Cross media, transmedia, programmatic, digital, and analog. The list of words that describe how people buy media for disseminating their message is dizzying, as are the options available today.

Regardless of the methodologies and mediums you can use to communicate, one thing is clear – you need it to positively affect your business metrics. You need it to work.

We offer a creative technology service that tightly integrates with our core print and fulfillment offerings. Whether you need to implement a drip marketing program, automate your print file assembly, or leverage data modeling to build a non-profit direct mail appeals campaign that works – we have the expertise to make it happen. From responsive web design to the Facebook API and all points in between, our technologists live and breathe the latest technology.

SPECIALITY PACKAGING

We believe that superior products deserve superior packaging. With our unique capabilities, we strive to reflect the quality of your product in your packaging.

Cranberry Print Marketing Partners creates custom packaging ranging from short run personalized packaging or prototypes on our 7 color HP Indigos and large format presses, to long run packaging production on our UV Heidelberg offset press.

With your vision, and our innovation, Cranberry Print Marketing Partners can turn your creative ideas into reality.

WEB, EMAIL, MOBILE, & MORE . . .

Cranberry Print Marketing Partners will assist with both your online and offline needs. By having a single partnership to manage your brand across so many channels, we will streamline your project management and have a single point of contact for all of your communication needs.

PRINT MEDIA THAT COMMUNICATES YOUR MESSAGE WITH IMPACTFUL IMPRESSION AND THE HIGH STANDARDS THAT YOU AND YOUR CLIENT DESERVE.

We understand the extreme time frames, and are available 24/7 to ensure that the products are delivered on time so that you can deliver on your promises.

Full-service offset, digital and large format sign and banner printing, fulfillment center, manufacturing operation for custom products, and warehousing.

Optimal sizes, papers and materials to keep projects on budget.

We are Mail Anywhere Certified.

The Postal Service has launched the new "Mail Anywhere" service that allows customers to use the same permit at every mailing location. This new service is available to customers who have mailed at a Full-Service Intelligent Mail level of 90% at the business' location.

CLASSES OF MAIL SUPPORTED BY MAIL ANYWHERE INCLUDE:

- ***First-Class Letters, Postcards & Flats***
- ***Standard Letters & Flats***
- ***Bound Printed Matter Flats***
- ***Periodicals, Letters & Flats***

QUALIFYING PERMIT TYPES INCLUDE:

- ***Permit Imprint***
- ***Precanceled Stamps***
- ***Metered Mail***
- ***OMAS (Future Enhancement)***
- ***Periodicals***

NOTE: Permit types are not interchangeable *(e.g., you cannot use a Precanceled permit to mail via a Permit imprint)*

BENEFITS

- Maintain a single permit and centralized account to enter and pay for all mailings across the country
- Local Permit Number or Company Imprint Indicia may be used at any location
- Save $$$ by eliminating multiple annual permit fees
- Eliminates the need to verify mail with final destinations of SCF's (Sectional Center Facility)[1] and NDC's (Network Distribution Center)[2], saving trucking times and post office delays.
- Mailers will have greater flexibility in managing their production since they can shift mail from one site to another without having to open another permit at a new site or change the imprint on the mail.
- Mailers will be able to maintain one locally-held trust account or a single EPS (Enterprise Payment System) account for mailings nationwide.
- Mailers will be able to manage one permit versus multiple permits.
- Issuing Office Permit Number and City / State or Company Permit Imprint indicia may be printed in the indicia on the piece and entered at any location.

(1) A presort level in which all pieces in the bundle or container are addressed for delivery within two or more three-digit ZIP Code prefixes served by the same sectional center facility (SCF).

(2) A presort level in which all pieces in the bundle or container are addressed for delivery within the service area of the same network distribution center (NDC).

Mailing Services

PRINT, MAIL & DATA SERVICES

In addition to our full-service printing, mailing, fulfillment, signage and promotional products we are pleased to offer ***Print-to-Mail*** stream which allows your mailing projects to go from our presses straight to the USPS mail stream. Our Print-to-Mail stream service will get your mail out more quickly and will make managing your mailing a seamless operation. Our USPS logistics operation is fully electronic and integrated with PostalOne, ensuring accurate reporting and seamless entry to any USPS BMU in the network.

Mail Anywhere Certification qualifies us to mail your product with our permit through any postal facility in the country, saving time and money.

We are pleased to offer UPS ***Mail Innovations*** to provide more options to cut costs and transit time for domestic and international small mailed packages.

Every Door Direct Mail With EDDM you can target a particular area without the need for mailing lists or addresses.

DATA PROCESSING

- Data File / List Conversion
- CASS & Presort
- NCOA
- Merge / Purge & Dedupe
- Upper/Lower Casing
- Mail Tracking/Mail.dat/Intelligent Mail Barcode and Pallet Barcoding
- List Acquisition

DATA APPEND

- Household Income
- Political Affiliation
- Children Present
- Home Ownership

WE PROVIDE EVERY DOOR DIRECT MAIL

USPS® Every Door Direct Mail® (EDDM®) is an affordable targeted advertising technique that lets you map your marketing mail audience by age, income, or household size. You can use the EDDM mapping tool to choose the ZIP Code™ and carrier route that will target your best possible customers—current and future. The EDDM mapping tool is easy to use and discounts are available even for small businesses.

CASS

We use postal software to validate, correct, and standardize our customer's data. Our software uses an API that goes beyond CASS certification. The software is the leading postal and pre-sort provider for the past 40 years ensuring our customers the very best in industry standards and staying compliant with USPS regulations.

DELIVERY POINT VALIDATION (DPV)

We also provide the next level of address validation through Delivery Point Validation (DPV) offering. DPV is a USPS-based system that enables us to verify that an address actually exists. DPV validates the existence of both the primary and secondary address number, and can determine whether an address is a Commercial Mail Receiving Agent, housing private mail boxes at a distribution location.

NCOALINK

NCOALink is a product developed, maintained, and distributed by the USPS for the purpose of updating new addresses for consumers who have moved recently. Our postal software maintains a USPS License to provide Move Update services.

By updating just before mailing, you are assured you are mailing to the most up to date addresses and we provide you with reporting that allows you to update your database.

NCOALink can also be used to identify some pieces that should be suppressed for a cost savings. These include individuals who moved, but their forwarding information was not made available to the USPS. This means that when your project is actually mailed, you are not mailing to addresses that will not be delivered. NCOA or other authorized USPS approved move update service is required for automation mailings.

POSTAL PRESORT

Once the mail file has been cleansed it is ready for presorting, which is the backbone of our postal software used to maximize postal discounts on every class of US Mail, and the software is PAVE Gold-certified in every single category.

The software is comprehensive mail preparation software solution that is PAVE-certified by the USPS. It sorts mailing lists according to USPS standards for every class (First-Class, Periodicals, Standard and Package Services) and type of mail (letters, flats and parcels) at all allowable levels.

For Drop Ship mail (PVDS 8125), we employ the services of specialized contractors who ensure uniform mail entry into the postal stream, regardless of the addressed geographic location.

MERGE/PURGE

If requested our software also capable of providing Merge/Purge Service used to eliminate duplicate client data. Merge/Purge can be run on the basis of Individual, Household, Company, or Family Surname.

MAIL TRACKING

Postal software also provides mail tracking codes that are created when presort is processed. This helps you keep your mail campaigns under control. You will know when pieces are reaching homes so any follow-up e-mail or telemarketing can be planned. Or, just use the tracking as reassurance that your mailing is reaching the targeted audience as planned.

ADDRESSING / PERSONALIZATION

- Variable Data Printing
- Laser Printing
- Inkjet Addressing

ON DEMAND VARIABLE DATA PRINTING

Variable sheet fed digital printing. It allows us to produce highly customized communications. We understand how to execute sophisticated programs that require intense control of variable elements. Our digital press fleet has a scalable RIP architecture, which ensures that the presses are never waiting, even for the most complex variable data projects. We routinely process VDP projects with tens of thousands of variables and also have the ability to support page exceptions so that you can incorporate multiple paper types or thicknesses in the same project.

LASER PERSONALIZATION

Our cut sheet laser printers allow for custom letters, statements and other products that require B&W variable copy.

INKJET

For direct address application onto a self-mailer, envelope or matching insert, we use inkjet technology to spray on an address. Our inkjet machines are also equipped with in-line tabbing to affix wafer seals or affix live stamps.

INSERTING AND MAILING

We offer full-service mail capabilities. We provide mailing services in conjunction with our Digital Print Services, Offset Print Services, or we can mail your existing mail pieces.

OUR LETTER SHOP SERVICES INCLUDE:

- High Speed Inserting and Bindery Equipment for #10, 6×9 and 9×12 packages
- Perfect Match Systems
- Label and Stamp Affixing
- Hand assembly for complex or non-machineable packages.
- Folding & Fold / Slit / Nest
- Inserting and Matched Mailing
- Multi Station Inserting
- Live Stamp and Metering
- Wafer Sealing / Tabbing
- Hand Work

POSTCARDS ARE A GOOD VALUE TO GET THE MESSAGE OUT.

With First-Class Mail postcards, you pay a low price and get all the benefits of forwarding and return that comes with First-Class Mail.

TO QUALIFY AS A POSTCARD AND THE PRICE, IT MUST BE:

- Rectangular
- At least 3.5" high by 5" long by .007" thick
- No more than 4.25" high by 6" inches long by .016" thick

If size is larger than the dimensions above – then the USPS considers it a letter and is priced accordingly

REACHING THE RIGHT PEOPLE
TO GET YOUR MESSAGE OUT
IS THE KEY TO SUCCESS,
AND WE HAVE THE TOOLS.

Printing, mailing and warehousing
in the same facility reduces time and costs,
and increases efficiency.
We are a certified full-service mailer
with the expertise and experience
to make your projects run seamlessly from
concept, into the recipient's hands.

Environmental Stewardship

Cranberry Print Marketing Partners has a strong commitment to environmental stewardship, reflected in our everyday business practices. While many companies are claiming to be "green", we are walking the walk. From physical printing to website hosting in our data center environment, our practices are optimized to minimize our footprint.

Some examples of our practices are:

- ***Utilization of soy-based inks in the offset printing process***
- ***Recycling of all paper waste***
- ***Chemistry Free Computer-to-Plate Production***
- ***Green-e Certified***
- ***Peripheral consolidation (such as printers) in the office to lessen throw-away consumables and power consumption***
- ***Use of Energy Smart compliant servers in our data center environment***

EQUIPMENT LIST

PRESSES

- Heidelberg Speedmaster CD102-6+LX 28"x40"UV Press
- Heidelberg Speedmaster 102-5P3+LX 28"x40" Perfector
- KBA Rapida 105-8+L 8 color perfecting press 4/4 or 8/0, Video control system with 6 cameras and colortronic NEW for 2020
- AB Dick 13"x17" 2-Color Press
- 2 – Heidelberg 2-Color Press
- Halm Jet Press JP-TWOD 2/2 Perfecting Envelope Press

DIGITAL

- Indigo 12000 7-Color Digital Press Hewlett-Packard 20.180"x 29.75"
  (First of its kind in New England)
- Indigo 7900 7-Color Digital Press Hewlett-Packard 13"x19" with Metallic Inks
- Konica Minolta 6100 Color with Inline Booklet Maker & Knife Trimmer, 13" x 40" Sheetsize
- Konica Minolta 6100 with inline perfect binding, saddle stitching and 4 color envelope printing
- Konica Minolta 1070 Color with Inline Folding & Stitching
- Heidieberg Digimaster B&W with inline Stitching & Stacking
- Heidieberg Digimaster B&W 150 pgs per min with Booklet Maker
- Heidieberg Digimaster B&W 110 pgs per min with Booklet Maker

WIDE FORMAT

- FB700 6-Color UV Large FormatPress Hewlett-Packard 96" Max Width, Any Length, 2 ¼" Thickness
- HP L560 Latex 64" Printer
  7-Color roll to roll
- 72"x126" Summa F Series - F3232 - Pro Flatbed Cutting Systems with tangential module with knife cut / kiss cut / v -cut / contour cutter / crease - score
- 64" Summa S2 T160 tangential flexible vinyl and contour cutter with true tangential knife system & opos-camera register system
- Roland Texart RT-640M Multi-Function Dye-Sublimation Printer 64" - 8 colors Production capability for soft-signage and textiles with a direct-to-fabric print option NEW for 2020
- Geo Knight & Co. - 44 x 64 Maxi•Press Air - Heat Transfer Press for transfer of dye sublimation prints to fabric and hard goods.
- Geo Knight & Co. - DK3 Digital Mug Press - Heat Transfer Press for transfer of dye sublimation prints to coffee mug & water bottle
- 63" GFP 563TH - 3MaxPro laminator with top heat assit
- Ustech 64" Laminator
- Keencut 82" A-Frame Cutter

OUTPUT UNITS

- Magnus800 CTP Platesetter Kodak running FM Screening

PROTOTYPE EQUIPMENT

- Tagima Embroidery Machines
- Silk Screen Master
- Transfer Print Station
- Button Machine

BRAILLE PRINTING

- Index Everest Printer
- Double Sided Braille Printer – 290 Pages Per Hour

PREPRESS

- Auto PrePress Service (80% of all Prepress functions)
- 8 – 24" Imac Computer Expand
- 3.06 Ghz Intel Core 2 Duo
- 2 – G5 Power Macintosh Computers
- 3 – IBM Pentium III Computers
- Epson 1640XL Color Scanner
- EverSmart Scanner Kodak/Creo 12"x18" Original
- 8 Macs and 1 PC Workstation Apple/Intel
- Local Nas Dell
- Kodak Prinergy/Insite Server Kodak/Dell
- Prinergy PDF Workflow Kodak/Creo

COLOR PROOFING

- Epson P10000 SureColor Large Format Proofer
- 2 – HP SpinJet Proofers

Hardware: Film File Processor (FFP)

Drives Digital Proofing, step & repeat, and imposition features. Provides multi-tasking capabilities.

FireCore Server rip and shoot configured

2-2 TB storage drives, 5-seat ExtremeZ-IP, Intel E-2450 Xeon CPU, 16 logical processors

12 GB RAM, 120 GB Intel solid state drive, Windows 7 64-bit OS

MAILING EQUIPMENT

- Pitney Bowes FlowMaster RS with inline inkjet with system software control for automated, high integrity perfect matching. 2 camera read match system: reads 2D and OCR sequence numbers and output camera for final approval.
- Bell & Howell 16 Pocket Mail Star 500 AIM w/1 High Cap Sheet Feeder
- Bell & Howell 12 Pocket Mail Star 500 AIM w/1 High Cap Sheet Feeder
- 2-Bell & Howell 9"x12" Inserter with 8 Station Stream Feeder Mailmaster 350
- Bell & Howell 4 Pocket Inserter
- 2-MCS Inkjet System with 3 Heads 3 ½" Print Area with Bump/Turn
- 527 KR Tabber
- 2 – MCS Pro Tabbers

BINDERY

- Thermotype – 23 x 29 Die cutter Foil stamp machine with inline stripping unit. Flat hit Die cutting, Foil Stamping, Emboss, Deboss and Sheet Stripping NEW for 2020
- Polar 137 Paper Cutting System with Lift, Jogger and Off Loader
- Polar 78 Cutter
- MBO B26 Perfection Folder 26" 6/4/4, with Pre-Slitter Shaft on 1st Unit, with Stacker
- MBO B26 Perfection Folder 26" 4/4/4 with Stacker
- MBO B20 Folder 26" 4/4
- MBO "Z" Knife for Folder or Stitcher/Trimmer
- Heidelberg ST/270 Stitcher/Trimmer with 4th & 5th Knife and 5 Pockets with Cover Feeder and Rima Stacker
- Standard Horizon BQ 270 Perfect Binder
  Single Clamp Auto Delivery PUR Bind
- Multigraf Touchline TF 375
  Inline Score Perf Folding Machine
- 4 – Hohner 52/8 Stitching Heads
- 3 – Hohner 52/8 Loop Stitching Heads
- Fenimore 3 Hole Punch for Folder and Stitcher/Trimmer
- Heidelberg 22"x30" Die Cutter
- Heidelberg 12"x18" Die Cutter
- Heidelberg 10"x15" Die Cutter
- International Window Patching Machine
- 2 – Moll Marathon Folder/Gluers
- Kalfass Automatic Shrink Wrapping Machine with Tunnel
- Bostitch Hand Stitcher
- GBC 11" Wire-O Machine with Crimp
- Rhin-O-Tuff 17" Wire-O Machine with Crimp
- Landdtech 48" Automatic Skid Wrapper
- GSE 48" Industrial Scale
- Duplo DC445 Creaser
- Bostitch Off-Line #2 Stitchers
- Acme Bookstitchers
- Duplo MR500 Perfect Binder
- Round Corner & Eyelet Riveters
- GBC, Wire-O & Velobinding
- Pennsylvania Scale System
- GBC Laminators 24"
- UV Coater Kompac Kwik Finish 14x20
- Diagraph Labeling System
- Howcoon Perfect Binder
- TME Excel -302 Envelope Window Pasting Machine
  Blank size 20"x24" /100 blanks per min 55 gsm to 150 gsm / Window size 11" x10" NEW for 2020

OUR LARGE FORMAT SOLUTIONS CAN MAKE A BIG IMPRESSION!

Ceiling Tiles
Banners
Floor Decals
Posters
Window Clings
Back Drops
Canvas Prints

Flags
A-Frames & Sidewalk Signs
Dry Erase Boards
Banner Stands
Table Covers
Sail Signs
Vehicle Graphics

Magnets
Printed Floor Mats
Trade Show Displays
Pop Up Displays
P.O.P. Counter Displays
Bow Flags
Window Decals

OPTIMALLY PRICED MATERIAL

3/16" ULTRA DP

Premium, indoor, paperfaced foamcore used for permanent installations and posters. Stays bright white and does not warp over time. Versatile and rugged.

6MM SINTRA

6MM PVC plastic sheets are a heavyweight material and suitable for indoor/outdoor use. A homogenous sheet (no foam "core"). For medium to long term applications.

3MM SINTRA

3MM PVC plastic sheets are a middleweight material and suitable for indoor/outdoor use. A homogenous sheet (no foam "core"). For medium to long term applications.

24PT CARDSTOCK

Heavyweight cardstock used for indoor posters and frame inserts. Corners often drilled for hanging with suction cups on interior surface of lobby windows.

4MM CORRUGATED PLASTIC

Indoor/outdoor, lightweight, corrugated plastic sheets with channels for yard sign H-Frames or mounted to fencing with grommets.

10MM CORRUGATED PLASTIC

Indoor/outdoor, heavyweight, corrugated plastic sheets with channels for yard sign H-frames or mounted to fencing with grommets.

State-of-the-art Equipment • Experienced Design & Production Team
Wide Variety of Substrates with thickness up to 2"
Finishing & Fastening Options • Frames • Stands • Display Units

ADMINISTRATIVE STAFF

CONTACT INFORMATION

Phone: 508.747.6400

SALES/NEW BUSINESS DEVELOPMENT

Linda Smith
cell: 508.510.0088
lsmith@cranberryprintmarketing.com

Bob Crowell
cell: 508.930.3937
bcrowell@cranberryprintmarketing.com

John Doherty
cell: 508.250.1515
jdoherty@cranberryprintmarketing.com

Sean Smith
cell: 508.510.0092
ssmith@@cranberryprintmarketing.com

Rodney Heger
cell: 774.240.7169
rheger@cranberryprintmarketing.com

Eric Johnson
cell: 508.294.6331
ejohnson@cranberryprintmarketing.com

John Ashton
cell: 508.958.4888
jashton@cranberryprintmarketing.com

Greg Webster
cell: 781.316.6824
gwebster@cranberryprintmarketing.com

David DuVal
cell: 339.788.2137
dduval@cranberryprintmarketing.com

Vinnie Samonte
cell: 508.441.8817
vsamonte@cranberryprintmarketing.com

Al Havens
cell: 508.212.7616
ahavens@cranberryprintmarketing.com

CUSTOMER SERVICE

Manny DeSousa
direct: 774.510.5002
mdesousa@cranberryprintmarketing.com

Brian Farr
cell: 508.510.0087
bfarr@cranberryprintmarketing.com

Julie Smith
cell: 508.944.3474
jsmith@cranberryprintmarketing.com

Ken Duphily
cell: 508.586.4300
kdulphily@cranberryprintmarketing.com

Jen Trahan
direct: 774.510.5003
jtrahan@cranberryprintmarketing.com

Trenna Britto
direct: 508.991.0720
tbritto@cranberryprintmarketing.com

Rick Leopardi
direct: 774.343-5205
rleopardi@cranberryprintmarketing.com

Rick Slavin
direct: 774.343.5201
rslavin@cranberryprintmarketing.com

CREATIVE & WEB SERVICES

Linda Smith
cell: 508.510.0088
lsmith@cranberryprintmarketing.com

Allisyn Deyo
cell: 508.586.4300
adeyo@cranberryprintmarketing.com

Dennis Pratt
cell: 781.771.0348
dpratt@cranberryprintmarketing.com

Bill Young
cell: 508.245.1782
byoung@cranberryprintmarketing.com

PREPRESS/PRODUCTION

Ron Doherty
cell: 508.510.0085
rdoherty@cranberryprintmarketing.com

Scott Frasu
cell: 781.248.4039
sfrasu@cranberryprintmarketing.com

Dennis Pratt
cell: 781.771.0348
dpratt@cranberryprintmarketing.com

ACCOUNTING

Linda Mihos
cell: 774.406.1494
linda@cranberryprintmarketing.com

Julie Smith
cell: 508.944.3474
jsmith@cranberryprintmarketing.com

Janet Bennett
cell: 774.274.6951
jbennett@cranberryprintmarketing.com

SIGNS & BANNERS

Bill Bartsch
cell: 508.801.4955
bbartsch@cranberryprintmarketing.com

Torrey Smith
cell: 508.510.0091

Adam Golub
cell: 781.201.9219

DATA MANAGEMENT / MAILING SERVICE

Hanna Romao
cell: 774.263.2531
hromao@cranberryprintmarketing.com

Victor Trinidad
cell: 508.889.2313
vtrinidad@cranberryprintmarketing.com

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PRINT MARKETING PARTNERS

PRINT | MAIL | FULFILLMENT | SIGNS | PROMOTIONS

186 DUCHAINE BOULEVARD • NEW BEDFORD, MASSACHUSETTS 02745
PHONE: 508.747.6400

WWW.CRANBERRYPRINTMARKETING.COM

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RAINFOREST ALLIANCE CERTIFIED

Green- Energy CERTIFIED

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