



For Immediate Release

Green Apple Environment Award in the National Campaign to Find Britain's Greenest Companies Presented to ViridiSTOR

ViridiSTOR's Green Box Solution Acknowledged as an Environmental Best Practice That is Both Sustainable and Fiscally Sound.

Tustin, CA – November 12, 2013 – [ViridiSTOR LLC](#) has won a [Green Apple Environment Award](#) in the national campaign to find Britain's greenest companies, councils and communities. Organizations competed against more than 500 other nominations and ViridiSTOR was presented with a Silver Green Apple Award at an awards ceremony in the House of Commons November 11. As a result of the award nomination, ViridiSTOR's story and technology will be published in The Green Book, the leading international work of reference on environmental best practice, so that others around the world can follow their example and learn from their experience. As the award winner, ViridiSTOR will also be considered to represent the USA in the European Business Awards for the Environment.

"It is an incredible honor to win this award," said Terry Mullin, CEO of ViridiSTOR. "The Green Apple Award represents our second award received in 2013 in the UK. Clearly, our innovating approach of information delivery and sustainability resonates around the world. Our solution to [reduce or eliminate paper and the associated environmental waste](#), while making information of all types more accessible and organized, including video, is universally accepted. A recent study published in the US on the effectiveness of methods in supporting exhibiting objectives and how exhibitors share product information digitally with attendees who visit their booths ranked the means that the ViridiSTOR solution delivers as one of the most effective. Additionally, our solution can be deployed immediately and has a measureable impact on the environment, the economy and the users of the information," added Mullin. "Receiving this Green Apple Award further validates that [our solution can reduce costs, create new revenue streams](#) and provide a truly sustainable solution."

Accepting the award for ViridiSTOR was Andy Flavell, UK Sales Manager. "It is rewarding to win a second prestigious award in the UK in the same year," stated Flavell. "ViridiSTOR's key advantages are that we can accurately measure the substantial, positive environmental benefits, we create new revenue streams for event organizers and we reduce costs for exhibitors or conference providers. All stakeholders benefit and quite simply there is no better way to deliver powerful *content* in a usable, shareable and clean way. Nothing has the same impact as the ViridiSTOR solution," added Flavell.

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About The Green Organisation

The Green Apple Awards began in 1994 and have become established as the country's major recognition for environmental endeavour among companies, councils, communities and countries. The awards are organised by The Green Organisation, an independent, non-political, non-activist, non-profit environment group dedicated to recognising and promoting environmental best practice. Judges for the Green Apple Awards are drawn from the Environment Agency, the Chartered Institute of Environmental Health, the Chartered Institution for Wastes Management and other independent bodies.

About ViridiSTOR

Based in Tustin, CA, ViridiSTOR LLC was established in 2008 with the goal of providing the world's first environmentally and fiscally sound business solution for the information technology market. The Green Box™ solution replaces paper-based materials at trade shows and conferences, greatly reducing the environmental impact of the event while increasing the usability of information for attendees. For additional information, please visit the company's web site at <http://www.viridistor.com>.

Press Information

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