

## Itec Innovate wins green award for second year running



Cape Town-based Itec Innovate has been named as the Itec and impactChoice Platinum Green Dealer of 2013, making them the winner of this coveted award for

the second year running.

This award is based on the investment and effort Itec dealers make towards promoting environmental responsibility and selling greener solutions into its client base. The runners-up were Itec Boland (gold), Itec

South (silver) and Itec Corporate Systems (bronze).

The Itec and impactChoice Green Dealer Awards, open to Itec dealers countrywide, aims to reward Itec group dealers and franchises for educating staff about environmental sustainability, launching programmes to offset their own carbon emissions, and promoting greener technology practices among their clients.

Itec has an exclusive agreement with impactChoice for its dealers to offer clients a practical and transparent programme that will help clients neutralise the environmental impact of their printers and copiers in a simple, auditable and sustainable manner.

The partnership, which started in mid-2010, already has over 800 Itec customers electing to offset their monthly office automation carbon emissions. Itec is the first office automation solutions provider in South Africa to offer sustainability solutions as a value-added service to clients.

Says Ryan Miles, executive director of Itec Shared Services, "We are very pleased that 12 of our dealers have bought wholeheartedly into Itec Group's efforts to help clients measure and mitigate their carbon footprint, as well as become more environmentally sustainable."

Carbon offsetting is today a critical part of a sound office automation business solution.