

Introducing Profitable Sustainability Solutions™ from New Composite Partners!

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

Profitable Sustainability Solutions™ (PS²) is a multi-faceted, dynamic strategy for product 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.

Our assessment also has an option where needed, to provide our clients access to business partners who are trustworthy, high quality, relevant, and have something to offer as possible collaborators. The assessment can be customized to meet the specific objectives of your business. However, this must be done by looking first at the desired outcomes and conveying these strategies with the NCP team prior to launch. Knowing these strategies will give the NCP team good ideas on how we can effectively help you come up with content that is most likely to engage needed partner candidates. Once engaged, we will locate those prospects that fulfill our prescribed objectives. Once identified NCP will engage these prospects, and by leveraging these interactions; form relationships with the objective of converting those relationships into a collaborative alliance which opens the door for future opportunities.



Step Two: 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 the federal programs. 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 Mandatory Federal Purchasing initiatives. These initiatives refer to the requirement by Government entities to purchase biobased products over their traditional counterparts. Once obtained, the Certification can be added to your System for Award Management (SAM) profile and enhance your marketing materials to highlight the competitive position of your company. Additionally, the Certification appeals to the private sector through sustainability initiatives of many Fortune 500 companies.



Step Three: Federal Cost Sharing Programs

Once certification documentation is obtained, NCP can utilize their in-depth knowledge of the federal funds available to you and provide guidance through these cost-sharing programs. These programs focus 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 ensure your marketing projects are eligible for reimbursement and streamline the process by ensuring that your project meets all required program components. It is at this time that all costs related to our **PS²** services identified in Step Four as well as aforementioned activities in Steps One and Two can be offset by these funds.



Step Four: PS² Marketing

System for Award Management (SAM)

The System for Award Management, also known as SAM, is the U.S. government-wide portal that lists products and contracting opportunities suitable for those products. The SAM system allows companies to sell directly to federal agencies, contractors, and 3rd party retailers who are looking for biobased certified products to meet their organization's sustainability procurement goals and targets. The NCP team will actively monitor SAM bids using our **PS²** system and work with your team to provide responses on attractive bid opportunities offered in this system.

Whether you would like to pursue opportunities with Mandatory Federal Purchasing Programs 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 marketing 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 marketing objectives!

As an industry partner, you can expect New Composite Partners to provide tailored solutions and services with unsurpassed 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 solutions for our clients.



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 capital funding, sales growth and building your brand by improving your company's overall market visibility.