



ViridiSTOR Announced as Winner of the Environment and Energy Award for “Innovation in Environmental Technology”

Tustin, CA – For Immediate Release - [ViridiSTOR® LLC](#) has been named the winner of the 2013 Innovation Award for Environmental Technology, sponsored by the Society for the Environment, and presented at The [Environment and Energy Awards](#) in Birmingham.

The Awards Gala dinner was held on the 16th April and is linked to the annual three day [Sustainability Live](#) conference and exhibition - the UK’s leading environmental exhibition primarily focusing on the energy, water and energy from waste sectors.

Donna Bushell, Event Director, said: “The Environment and Energy Awards are a landmark event in the energy and environment industry’s year, and with the outstanding entries that we have received, they promise to be more exciting than ever before. The winners reflect remarkable developments in our sector, reducing carbon and devising solutions that will have an impact on our environment for many years to come.”

“ViridiSTOR’s award encompasses clear and immediate environmental savings, whilst at the same time demonstrates that sustainable solutions can be fiscally sound,” stated Bushell.

Quote from the Head of Judges Martin Fry, Hon President of ESTA: “We were impressed with the quality, the diversity and the commitment demonstrated to energy and environmental reductions in all the entries we received this year. It is becoming a very challenging task to select winners, because so many of the entries are innovative and ground-breaking in their approach, and they achieve such remarkable results. We would like to congratulate the winners whose innovation during the most difficult economic conditions, illustrates the importance they attach to sustainable practices.”

“It is an incredible honour to win this award,” said Terry Mullin, CEO of ViridiSTOR. “Our solution approaches the challenges of information delivery and sustainability from a business perspective to ensure acceptance in the markets. We [reduce or eliminate paper and the associated environmental waste](#), whilst making information of all types more accessible and organised, including video. 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 award for Innovation in Environmental Technology 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 very encouraging to receive this prestigious award in the UK,” stated Flavell. “ViridiSTOR’s key advantages are that we can accurately measure the substantial, positive environmental benefits, we create new revenue streams for event organisers and we reduce costs for exhibitors or conference providers. The biggest smiles though come from the attendees or conference delegates who no longer have to haul tote bags full of brochures from events. All stakeholders benefit,” added Flavell.

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About ViridiSTOR

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

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Press Information

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