



# NET ZERO

For Immediate Release

## **Net Zero Analysis & Design Releases Net Zero App In Support of Entrex's Assignment And Retirement Program**

Chicago, Illinois June 23, 2020: Net Zero Analysis & Design has released the Net Zero App on Android and IOS allowing users a mobile entry point to their ISO-14000-compliant global Carbon Footprint Calculator and their securitized offset purchase portal.

The app was created to offer easier access to the Assignment and Retirement program deployed by the Entrex Carbon Market to allow climate-concerned entities with carbon offset needs of any size to access their unique securitized offsets. Companies, organizations, sole proprietors, and individuals who want a safe, secure, cost effective way to immediately offset their carbon footprint, but who may not be prepared to participate in Entrex's established trading opportunities, are welcome to use this program.

"The Entrex Carbon Market team has structured a regulatory-compliant manner for clients focused on carbon neutrality to be allocated assigned-and-retired securitized carbon offsets that meet their needs. This offers safety and efficiency for corporate buyers," said Stephen H. Watkins CEO of the Entrex Carbon Market.

The Assignment and Retirement program is an extension of the revolutionary Entrex Carbon Market model which, through its compliance with SEC and FINRA regulations, eliminates much of the expensive due diligence a company would normally have to perform in order to validate over-the-counter carbon offsets

Mike Fiorino, EVP of Quality Assurance explained, "We have turned down millions of offsets from projects that couldn't show us adequate provisions for the protection of the offset-generation sources or chain of ownership. We lacked assurance regarding the longevity of the project or protection against double counting to verify them properly. We won't offer questionable offsets on the marketplace."

"The ISO-14000 standard is the best-recognized system for benchmarking and verification," said George Sullivan, CEO of Net Zero Analysis. "It's widely used and respected globally. We, as ISO 14000 and 14001 – 2015 International Senior Auditors, can offer quality assurance in the global language that the UNFCCC trusts to back the validity of quality carbon offsets. With our globally-accepted verification methods and the Entrex Carbon Market's regulated status, offset buyers can eliminate the expensive private due diligence that is usually necessary in a carbon offset purchase."

The app is a lite version of Net Zero's Level 1 service offerings and is designed to be used by small organizations and individuals with simple-to-calculate carbon footprints or by larger organizations as an initial estimation tool, allowing for a more informed conversation when seeking carbon neutrality services.

“This app has many potential applications,” said Celeste Karan, EVP of PR and Marketing for Net Zero. “It could be used, for instance, by real estate professionals and their clients who consider the carbon footprint of a commercial space to be an important lease-negotiation point, or to make headquarters-location decisions based on the footprint of executive and employee travel.”

The app can be downloaded from Google Play Store and Apple App Store. Links can be found on the Net Zero Analysis Website at [www.netzeroanalysis.com](http://www.netzeroanalysis.com).

#### About Net Zero Analysis:

Net Zero Analysis & Design Corporation was founded to offer pricing transparency in the marketplace, additional carbon-reduction financing, and to increase carbon offset project viability by connecting to newly accessible market mechanisms created by the Paris Accord, as well as to connect carbon-offset product purchasers with the most appropriate sources for certified UNFCCC-compliant products. NZA’s founders represent a wealth of experience in engineering, architecture, building science, energy efficiency, renewable energy, professional education, and real estate matters, as well as a solid grasp of market trends, UNFCCC methodologies, and changes in regulations. [www.netzeroanalysis.com](http://www.netzeroanalysis.com)

#### About Entrex:

The Entrex Carbon Market, majority owned by Entrex’s public holding company, was founded to offer corporate entities a place to buy, sell and retire Carbon Offsets across a regulatory-compliant trading platform. The Entrex Carbon Market’s intellectual properties and blockchain-enabled technologies are licensed from the Entrex Holding Company, which has built and proven its IBM’s Domino and Hyperledger technology platforms over 19 years. Entrex partners and licenses various niche-oriented alternative trading platforms, building global markets to trade niche private securities.

[www.entrexcarbonmarket.com](http://www.entrexcarbonmarket.com)

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