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GREENE
CONCEPTS

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Stock Trading Symbol - **LKEN**

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Company Background and Composition

By Lenny "Ink-Man" Greene

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Our passion involves eliminating high-cost, low-quality ink solutions currently in the marketplace. Greene Concepts (OTC Pink: **LKEN**) is that solution. Our company is made of two divisions: AccuBrite and InkWay USA. The company began with AccuBrite, the manufacturing arm of the entire company that also sells smaller wholesale refill systems to both catalog and big box retailers. AccuBrite also manufactures for InkWay USA.

InkWay USA is the premier in consumer direct marketing sales of its product line and allows everyday individuals to be their own

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Finalizing the InkWay USA Launch

By Robert Blakely, Director of Distributor Success

"Our passion involves eliminating the high-cost, low-quality solutions currently in the marketplace."

The Ink-Credible launch we have all waited for is almost here. We are very close to completing the InkWay USA launch, the first of its kind in the world.

To complete the launch, we have a need to finalize payments with our web developer and supplier factions. We need your help to do so but offer you two fantastic opportunities in return.

1. Purchase 300,000 shares of company stock (OTC Pink: **LKEN**), available a year from now for \$1,000 today. This is a significant savings over the current price per share with an opportunity for massive financial returns based on the upcoming company growth plans. <http://estockchasers.com/>

Please see *Finalizing the Launch* on page 3

Retail Growth of Ink-Telligence Brand

By Lenny "Ink-Man" Greene

INKtelligence

*"Retail growth in the U.S.
has grown every year
since 1992."*

Our simple goal is to uncover customer needs and wants, one person at a time. We created a point-of-purchase product that was attention-grabbing and practical while creating consumer buzz real-time. We also seek to transform both the industry and the customer experience.

We found the solution in our INK-Telligence refill ink kit to satisfy everyone's ink and toner printing needs. This refill kit provides over \$100.00 of inkjet cartridge refills along with easy-to-use accessory tools and instructions and offers a quality yet inexpensive solution to the high-cost, low-quality alternatives on the market. The time to strike is now.

The American naturalist and essayist John Burroughs wrote "The lure of the distant and the difficult is deceptive. The great opportunity is where you are."

We see an opportunity to leverage not only the InkWay USA consumer direct marketing opportunity but also the layperson who walks through the big-box store, clicks through a big-box store webpage, or who sees the value we offer in an advertisement. Retail growth in the U.S. has grown every year since 1992. From the most recent report, total U.S. retail sales increased from \$3.841 trillion to \$4.136 trillion from 2010 to 2011. That same timeframe shows the purchase of retail office supplies alone increased from \$35.76 billion to \$36,038 billion. Electronic retail sales increased from \$260.64 billion to over \$291.60 billion.

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entrepreneur. The InkWay USA division offers individuals a self-replicated online store that guides individuals via targeted marketing videos and offers five different ways to be paid, to include a customized commission plan. We are the first network marketing company to offer ink as a profit generating platform. We also offer both consumer-to-consumer, consumer-to-business, business-to-consumer, and business-to-business economic profit models.

We believe that anyone has the opportunity to become a distributor and offer extremely high quality ink solutions to the masses at an unbeatable price. Plus, ink is a product that everyone already uses. Networking is all about relationships and we encourage you to share our products with your friends along with various small, medium, and large businesses you interact with daily since everyone has print needs.

Help your neighbor save money while making money yourself in a \$67.3 billion dollar industry.

Please see the below link for additional information about InkWay USA:

<http://www.inkwayusa.com/images/founderplan.pdf>



**INK-Telligence Inkjet Refill Kit
For Retail Distribution**

Why Ink is the Perfect Growth Market

By David Johnson, MBA/HCM, Greene Concepts Consultant

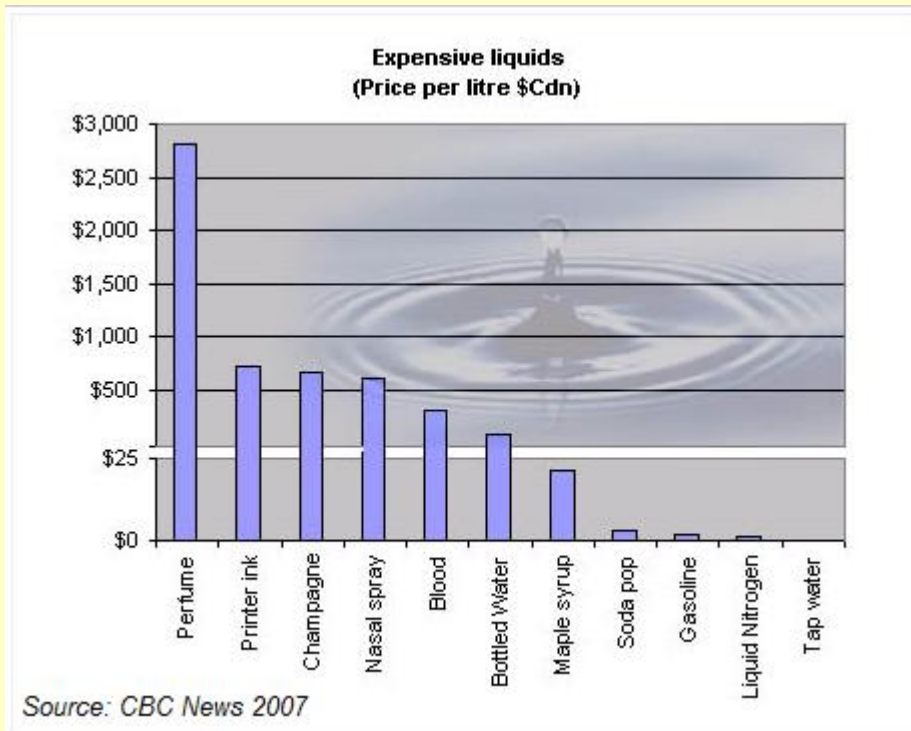
Smithers Pira, the worldwide authority on the packaging, paper, and print industry, stated in a May 23, 2012 report that the inkjet printing market is forecasted to reach \$67.3 billion by 2017*.

*See Report at: <https://www.smitherspira.com/market-reports/inkjet-printing-market-is-forecast-to-reach-67-3-billion-by-2017.aspx>

Ink is one of the world's most expensive liquids. In 2011, [CBC news in Canada](#) found the price of a liter of ink averaging \$1,500 - \$2,000 each which is a growth from its [2007 figure](#) of \$700 per liter.



Ink, one of the world's most expensive liquids.



Greene Concepts' divisions AccuBrite and InkWay USA offer the world an alternative to the high-priced costs of ink through both retail and consumer direct marketing avenues. Growing opportunities for ink refills exist in emerging markets such as Asia and Latin America. Greene Concepts is prepared to provide financial and product solutions for both businesses and individual users all around the world.

“The Inkjet printing market is forecasted to reach \$67.3 billion by 2017.”

Finalizing the Launch from page 1

2. A special offering of 50 founder program units for a limited time. Obtain a full, 1/2, or 1/4 founder's unit, allowing you to take part in ongoing company commissions based on company growth. Please see the following link for more information: <http://www.inkwayusa.com/signup.htm>.

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<http://www.census.gov/retail/#arts>

This includes sales through retail webpages. We are currently pursuing plans for large-scale retail sales of our INK-Telligence product with the goal of increasing brand awareness on a national level. Through the use of both traditional and non-traditional business methods, we feel Greene Concepts has the opportunity to capture a substantial piece of the market segment

Company Goals

By Lenny "Ink-Man" Greene

Greene Concepts' company goals center around providing innovative and quality market solutions while eliminating the high cost of ink in the marketplace. Our company is aggressively moving forward to achieve the below goals to benefit both our customers, our business partners, and our shareholders:

Revenue Growth: The completion of the below goals will ensure this happens.

Increase Distribution Networks: We aim to increase brand awareness and sales both nationally and internationally.

Retail and Catalog Sales: We seek to become a powerful presence in both big box stores and in print through increased corporate partnerships.

Powerful web and Social Media Presence: We

through both retail sales and consumer direct marketing without the fear of cannibalization. Greater retail exposure helps us capture foot traffic we might not have captured otherwise. We believe our company's plans for growth will please not only our customers but also our shareholders, business partners, and even our InkWay USA distributors. Stay tuned for more information about our exciting venture into the retail point-of-purchase retail segment.

have increased our social media campaigns and will soon provide each InkWay USA distributor a powerful e-store of all of our products to share with the world after our Grand Opening.

Media Campaign: We plan to advertise our brands through multiple avenues to include TV, web, radio, print media, and news features.

Expand Sale to U.S. Govt: Our expectation is to provide our products to government agencies around the U.S.

Uplist to Higher Financial Tiers: We plan to move to higher financial exchanges and eventually reach the NASDAQ market exchange.

Introduce New Products: We plan to develop, add, and market new and exciting products and product divisions.

Increase Customer Support: We plan to increase our customer service and technical support as we grow as a company.

Greene Concepts, Inc.

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Key Officers:

Lenny "Ink-Man" Greene - CEO Greene Concepts
Robert "The Blakester" Blakely - Director of Distributor Sales

Social Media Pages:

Facebook - <https://www.facebook.com/InkwayInc>
- <https://www.facebook.com/GreeneConcepts>

Twitter - <https://twitter.com/InkwayInc>
- <https://twitter.com/GreeneConcepts>

Trading Brokerages - Scottrade, E*Trade, Fidelity,
and Charles Schwab.

Trading Symbol - LKEN



Lenny "Ink-Man" Greene
[Lenny's QAlias Webpage](#)