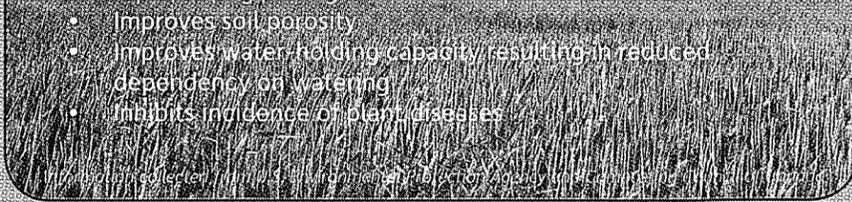


## ENVIRONMENTAL BENEFITS OF COMPOSTING AND USING THE EARTH MACHINE™

- Improves soil health and fertility
- Reduces landfilling which reduces methane gases
- Composting prevents wind and water erosion by increasing the availability of water and nutrients to plants resulting in rapid, strong plant growth in areas prone to erosion
- Improves soil porosity
- Improves water holding capacity resulting in reduced dependency on watering
- Inhibits incidence of plant disease



## EARTH MACHINE™: BENEFITS FOR RESIDENTS

With education and encouragement from municipalities, residents will make composting easy and routine by using the Earth Machine™. Residents will be empowered with the knowledge that they are an essential part of their community's waste diversion efforts.

### Additional Benefits of the Earth Machine™:

- Provides excellent soil amendment for a healthier garden, lawn and house plants
- Home Composting Handbook included with each Earth Machine™
- Takes as little as 10 minutes a week
- Reduces use of artificial fertilizers and pesticides
- Can reduce garden watering bill by **30%**
- Can reduce garbage by **30%**
- Big enough for a family of five

## THE EARTH MACHINE™

HAS SEVERAL FEATURES THAT MAKE IT SUPERIOR TO OTHER COMPOST BINS ON THE MARKET:

- LARGE 80 GALLON (300 LITRE) CAPACITY
- 33" HIGH X 33" DIAMETER (84cm HIGH X 84cm DIAMETER)
- EASY SNAP TOGETHER ASSEMBLY
- CONVENIENT HARVEST DOOR
- CONICAL SHAPE ALLOWS FOR EASY LIFTING UP OF BIN TO ACCESS ENTIRE PILE
- TWIST LOCKING LID
- RODENT RESISTANT
- VERTICAL AND HORIZONTAL COLUMNAR VENTILATION
- 10 YEAR WARRANTY
- MADE OF RECYCLED MATERIALS
- FITS IN ANY VEHICLE



*Norseman Plastics Environmental Products Division has led the market in backyard composting initiatives in North America and the United Kingdom for over 15 years. The Earth Machine™ is the most successful product of its type in the world. Since its introduction, more than 2,500,000 Earth Machines are in use in over 3,500 communities.*

# NORSEMAN

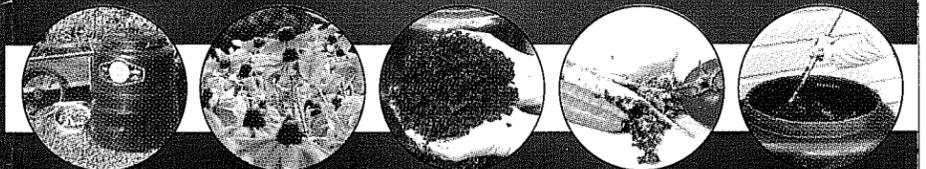
PLASTICS

ENVIRONMENTAL PRODUCTS DIVISION

## THE EARTH MACHINE™



TOGETHER, WE CAN GET YOUR RESIDENTS COMPOSTING



**THE IMPORTANCE OF EDUCATION:  
EDUCATION = HIGH PARTICIPATION = 50% ORGANICS DIVERSION**

When homeowners are encouraged to divert organics from the waste stream and receive education by their municipality about proper composting practices, high resident participation rates in composting can be realized thereby diverting up to 50% of organic waste from the waste stream.

Municipalities that are active in Home Composting Programs implement public education and outreach programs to encourage homeowners to compost.

**Some Home Composting Program Elements include:**

- Home Composting instruction booklets included with the purchase of every Earth Machine™
- Distributing a home composting brochure
- Use media effectively to publicize the program
- Home Composting Workshops
- Distribute information through existing community groups, gardening clubs, organizations, public events, gardening stores etc.
- Home Composting hotline number / website
- "Master Composter Programs" – compost specialist who trains a group of volunteers who then educate community on proper composting techniques
- One-Day Earth Machine™ Sales events or "pre-order & pick up" purchases



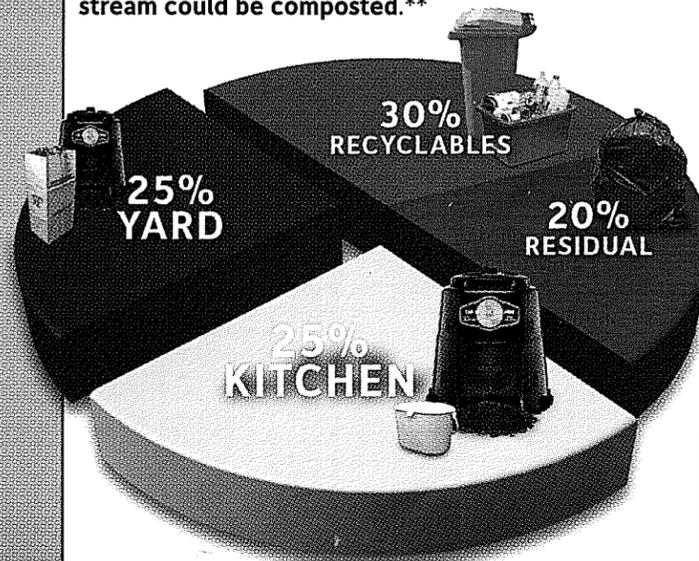
Norseman Plastics Environmental Products Division has developed an internal infrastructure of trained and experienced employees nationwide, dedicated **only** to One-Day Compost Bin Truckload Sale Events with over 15 years of experience in planning, promoting, and managing over 3000 successful municipal home composting programs across North America and the world.

**VISIT [WWW.EARTHACHINE.COM](http://WWW.EARTHACHINE.COM)  
FOR MUNICIPAL PROGRAM INFORMATION**

**COMPOSTING IS THE  
MOST COST EFFECTIVE WASTE MANAGEMENT OPTION**

The organic fraction contains two streams: yard and kitchen waste, each representing 25% of total waste generated (with geographic fluctuations).

The average waste generated per household in North America is approximately 2,000 lbs per year\* and it is estimated that about **50 percent of the total waste stream could be composted.\*\***



On average, residents who compost at home can divert a **minimum** of 650 pounds per year from the solid waste stream.\*\*\*

Home composting is not only a viable and useful component of solid waste management but the most cost effective waste management option available.

Diverting 650 lbs. of organic matter from the waste stream each year converts to real dollars saved in trash collection and disposal costs as these expenses are much higher than the cost for encouraging residents to compost at home.

Return on investment can be realized within years, not decades.

**AVOIDED COSTS AFTER 5 YEARS  
BASED ON NUMBER OF HOUSEHOLDS PARTICIPATING IN BACKYARD COMPOSTING**

	1,000 🏠	3,000 🏠	5,000 🏠	7,000 🏠	10,000 🏠
\$35	\$56,875	\$170,625	\$284,375	\$398,125	\$568,750
\$40	\$65,000	\$195,000	\$325,000	\$455,000	\$650,000
\$45	\$73,125	\$219,375	\$365,625	\$511,875	\$731,250
\$50	\$81,250	\$243,750	\$406,250	\$568,750	\$812,500
\$55	\$89,375	\$268,125	\$446,875	\$625,625	\$893,750
\$60	\$97,500	\$292,500	\$487,500	\$682,500	\$975,000
\$65	\$105,625	\$316,875	\$528,125	\$739,375	\$1,056,250
\$70	\$113,750	\$341,250	\$568,750	\$796,250	\$1,137,500
\$75	\$121,875	\$365,625	\$609,375	\$853,125	\$1,218,750

- Based on 650 lbs. per household per year of food and yard waste diverted to backyard composting
- 2,000 lbs. = 1 ton
- Collection costs not calculated

\* EPA Characterization of Municipal Solid Waste in the United States: 1995 Update  
 Statistics Canada: 2004 Waste Management Industry Survey  
 U.S. Census Bureau  
 Canada Post Household Counts  
 \*\* Composting Council of Canada  
 \*\*\* Applied Compost Consulting, CA 1996

“Since our first event in April 2006, 3000 compost bins are in use throughout Leon County, representing approximately 975 tons of waste being diverted from the landfill annually! Based on this, we will see a return on investment in compost bin truckload sales in just over 1 year...”

Adam Schlachter, Leon County Recycling Coordinator  
Board of Commissioners, Tallahassee, Florida

“It is estimated that about 50 percent of the total waste stream could be composted!”

Composting Council of Canada

“88% of residents are still using their bin after 3 years”

Portland METRO Survey, Oregon, USA

“A list of criteria was developed to assist in the selection process for a suitable composter. It consisted of thirteen elements. The Earth Machine™ met all the criteria.”

City of Airdrie, Alberta, Canada

“91% rated the Earth Machine™ effective or very effective in diverting waste.”

City of Thunder Bay, Ontario, Canada

“Decision makers should actively encourage backyard composting as a source reduction method.”

United States Environmental Protection Agency



**THE EARTH MACHINE™**  
TOGETHER, WE CAN GET YOUR RESIDENTS COMPOSTING



## THE KITCHEN COLLECTOR



Used in conjunction with The Earth Machine™, the Kitchen Collector is made for easy, mess-free scraping of food waste\*. Equipping residents with an attractive, convenient, full-featured kitchen collection system, of the right size and shape, is key to realizing successful backyard composting programs.

*\*The Home Composting Handbook, included with the Earth Machine™, states which food wastes can be composted and cannot be composted*

- 2 gallon (7.5 litre) capacity
- 12”L x 8.5”H x 8.5”D (30.5 cm L x 21.5 cm H x 21.5 cm D)
- Snap latch tightly securing the lid
- 360° double rim closure providing fly and odor control
- Oval shape facilitates shape of dishes and cutting boards
- Easy to clean and dishwasher safe.

39 WESTMORE DRIVE  
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