A NEW WAY TO RECYCLE HAS TAKEN SHAPE.
Partners in Sustainability

- Manufacturing, Printing, Logistics
- 23 years experience in sustainability
- 5000+ installations worldwide
In-house Engineering, Design & Manufacturing

In-house Graphic Design & Printing

Logistics & Fulfillment Programs

On-Line ordering and Program Management

Sustainability Management System
Quick Serve Restaurants

Pret A Manger

Tim Hortons

HMS Host

Grocery

Whole Foods Market

Loeb

Just What You Need

Weis

ICI

The Pentagon

Starbucks Coffee

NASA

Toyota

Marriott

Yale University
Partnersing for New Program Development
Partnering with Existing Suppliers New Development
Partnering to Upgrade Existing Graphics
Partnering to Upgrade Existing Millwork Design
Partnering with School Board Recycling Program Pilots

**Purpose:** Will the combination of culture, communication, and collection make an impact?

2 pilot high schools

School #1
- Successful existing program including recycling and organics collection
- Green Team support
- Senior level buy-in
- School received right-sized containers with proper labeling and branding, and 1 month pre-launch communication blitz

School #2
- Struggling program – random containers and no communication support
- School received right-sized containers with proper labeling and branding
- Containers were changed out on a weekend with zero advance communication

CleanRiver® incurred all costs associated with this pilot project – containers, graphics, posters, transportation, labor, miscellaneous costs associated with audits, etc.
### Pilot School #1 – Before and After
*Population: Approx. 1,250 students*

<table>
<thead>
<tr>
<th>Stream</th>
<th>Pre-Pilot Contamination</th>
<th>Post-Pilot Contamination</th>
<th>% Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organics</td>
<td>8.1%</td>
<td>4.4%</td>
<td>46%</td>
</tr>
<tr>
<td>Recyclables</td>
<td>22.4%</td>
<td>7.1%</td>
<td>68.4%</td>
</tr>
<tr>
<td>Waste</td>
<td>83.7%</td>
<td>21.7%</td>
<td>74.1%</td>
</tr>
</tbody>
</table>

### Pilot School #2 – Before and After
*Population: Approx. 1,000 students*

<table>
<thead>
<tr>
<th>Stream</th>
<th>Pre-Pilot Contamination</th>
<th>Post-Pilot Contamination</th>
<th>% Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recyclables</td>
<td>35.7%</td>
<td>9.8%</td>
<td>72.5%</td>
</tr>
<tr>
<td><em>Waste</em></td>
<td>25.4%</td>
<td>11.4%</td>
<td>55.1%</td>
</tr>
</tbody>
</table>

*Note: Organics was included in waste.*
INDUSTRY PARTNERSHIPS

COALITION for RESOURCE RECOVERY
The 3C Approach
• Senior management buy-in
• Leadership “Stake in the Ground”
• Reality and transparency
• F.O.T.M. (Flavor of the month)
• Engagement
• C.A.V.E (Citizens Against Virtually Everything)
<table>
<thead>
<tr>
<th>Culture</th>
<th>Communication</th>
<th>Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior management buy-in</td>
<td>Green Team implementation</td>
<td>Collection stream accuracy</td>
</tr>
<tr>
<td>Leadership “Stake in the Ground”</td>
<td>Senior management goals</td>
<td>Sharing best practices</td>
</tr>
<tr>
<td>Reality and transparency</td>
<td>Metrics and reporting</td>
<td>Fresh and relevant updates</td>
</tr>
<tr>
<td>F.O.T.M. (Flavor of the month)</td>
<td>Collection stream accuracy</td>
<td>Fresh and relevant updates</td>
</tr>
<tr>
<td>Engagement</td>
<td>What message does your equipment convey</td>
<td>Sharing best practices</td>
</tr>
<tr>
<td>C.A.V.E (Citizens Against Virtually Everything)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td>Communication</td>
<td>Collection</td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------------------------------------------------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Senior management buy-in</td>
<td>Green Team implementation</td>
<td>Containers for front-of-house to back-of-house</td>
</tr>
<tr>
<td>Leadership “Stake in the Ground”</td>
<td>Senior management goals</td>
<td>Waste and recycling hauler contract review</td>
</tr>
<tr>
<td>Reality and transparency</td>
<td>Metrics and reporting</td>
<td>Volumes and frequency</td>
</tr>
<tr>
<td>F.O.T.M. (Flavor of the month)</td>
<td>Collection stream accuracy</td>
<td>Esthetic vs. practical</td>
</tr>
<tr>
<td>Engagement</td>
<td>What message does your equipment convey</td>
<td>Financial restraints (lipstick on a pig)</td>
</tr>
<tr>
<td>C.A.V.E (Citizens Against Virtually Everything)</td>
<td>Fresh and relevant updates</td>
<td>Color-coordination</td>
</tr>
<tr>
<td></td>
<td>Sharing best practices</td>
<td>Servicing of equipment (time and labor)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Future-ready capabilities</td>
</tr>
</tbody>
</table>
9-8-7-6-5-4-3-2-3-4-?
Flexible Volume Interchangeable Opening Plate

Fixed Volume Interchangeable Opening Plate
Change is constant...

Ability to right-size
Branded Signage to Educate & Promote Environmental & Safety Best Practices

SECURITY NOTICE
IF YOU ARE DUMPING ILLEGALLY, SMILE FOR THE CAMERA!

NO PARKING
VEHICLES PARKED IN FRONT OF THESE DUMPSTERS WILL BE TOWED

NOTICE
DO NOT DUMP CHEMICALS DOWN THIS DRAIN!

GREEN NOTICE
PLEASE REMEMBER TO TURN OFF DOCK LIGHTS WHEN NOT IN USE

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Admin Dashboard

Rapid access to orders, locations, users and products
Product Detail

Complete detail view of product
View all orders

Orders filterable by store, region, province, date range
Graphics

Complete detail view of graphics

Complete Back of House Graphic Support System

Product Description:
Complete Back of House Graphic Support Systems help to guide workers to recycle properly. At the back door of the store, employees will see a map of the mall or facility that shows them where the closest point to recycle is. From there, intermittent posters throughout the back hallways of the facility reinforce the recycling streams.

Maecenas faucibus mollis interdum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum accumsan natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Morbi lerro risus, porta ac consectetur ac, vestibulum at eros. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo. Vestibulum id ligula porta felis euismod semper.

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Graphics

- Complete detail view of graphics
Special Events

- Special support material for events
- Earth Day, Program Launch, etc.
Product Support Guides

• Maintenance
• Installation
• Anchoring
• Cleaning
• Graphic Replacement
Partnering for Next Generation Recycling Concepts

- Video monitor displays & looping sustainability message
- Motion sensor to display instructional graphics.
PARTNERSHIP VALUE

1. Concentrate on what isn’t your Highest and Best Value Use
2. Generate True Value, Impact, R.O.I. or Improvements – Not your Core Business
3. Know your business – Take it more seriously than you do.
4. Aggregate your info into high value data
5. Understand the value of your information
6. Willing partner to invest in the future
7. Become your Corporate Memory
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