



PRE-ORDER SALE PROGRAM OUTLINE



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Enviro Pre-Order Program

Overview

Pre-order sales programs have residents order their product in advance to pickup on the day of the event. Customers place their order online via a website linked to your municipality web page. The cut off time will be typically 2 weeks prior to the event date to allow for the appropriate quantities to be shipped to sale location. The city or host organization will be responsible for distributing the pre purchased product to the customers on the proposed event date. The customers bring their purchase receipts for proof of purchase.

Pre-order sales program is a good option to a municipality which has a smaller population or the municipality does not have enough funds or projected participation to support a truckload sales program. Events are typically held in a convenient central location .

Promotional Campaign

Enviro World's marketing team will work in co-operation with you to develop a comprehensive promotional campaign which may include:

- An electronic media kit including a variety of promotional tools (e.g. press release, articles, and announcements) will be provided for use in local marketing efforts.
- Enviro World's expert marketing team will customize it to your municipal needs.
- Newspaper advertisement based on the population and the projected volume sales.

You can host a very effective pre-order sales event in your city or town at no cost to you.

Contact

If you are interested in hosting a rain barrel and/or compost bin Pre-Order sale or would like further information about the programs, please contact us using the information below.

Email: solutions@enviroworld.ca or Tel: 416 674 0033

Sample of the Mail-Order Form

Richland County, City of Columbia, Keep the Midlands Beautiful and Carolina Clear will be holding a

Compost bin & Rain barrel Pre-order sale

Pre-order pickup

SATURDAY, MARCH 22, 2014 9AM - 1PM
Bi-lo parking lot Devine Street Columbia, SC 29205
Order today:
www.richlandonline.com/preordersale

Logos for City of Columbia, Carolina Clear, Keep the Midlands Beautiful, and Richland County are present.

Images of a black FreeGarden EARTH compost bin and a white FreeGarden RAIN rain barrel. Price tags show \$50 for the compost bin and \$60 for the rain barrel, both tax included.

A QR code is located in the bottom right corner.

Sample of the Pre-Order web Page

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Bi-lo parking lot Devine Street Columbia, SC 29205
Order today:

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Product listings with price tags and 'Add to Cart' buttons:

- FreeGarden RAIN® rain barrel \$60 (tax included)
- FreeGarden EARTH compost bin \$50 (tax included)

International Headquarters

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FreeGarden RAIN[®] 55GL/208L Rain Barrel

What is a rain barrel?

A rain barrel is a system used by a homeowner to collect and store rainwater from the roof of a home. The water harvested is soft, fresh water that can be used for a variety of purposes, including lawn and garden watering, topping off pools, and washing cars. Water from home faucets is treated to a level allowing it to be safe to drink, while natural rain water has the pH level ideal for water and plant growth. Rain water harvesting helps to divert rain from storm drains, decrease the impact of runoff to streams, and minimize sewer overflows during heavy rainfalls.

Why use a rain barrel?

Rain barrels allow homeowners to collect and store rainwater to be used at a later time. In doing so, homeowners use less water from the faucet, conserving both water and energy in the home as well as the energy needed for water facilities to treat the water that would have been consumed. According to the U.S. Environmental Protection Agency, lawn and garden watering make up nearly 40% of domestic water usage during peak summer months. Rain barrels save most homeowners about 1,300 gallons of water each summer, reducing the demand for clean water. Rainwater Harvesting helps homeowners to reduce their water bills while conserving water and protecting the environment.

Why FreeGarden RAIN[®] rain barrel?

The FreeGarden[™] RAIN rain barrel was designed to be affordable, attractive, easy to install, and easy to use. Three bins fit easily inside the back seat of a regular sedan, making transportation simple. The 55-gallon barrel's square shape allows it to fit well flush against walls or in corners, and its neutral color provides an attractive appearance against any home. The FreeGarden[™] RAIN rain barrel also features an insect resistant stainless steel screen, a higher spigot to accommodate most watering cans, a childproof lid, and allows for easy multi-barrel installations. Manufactured with a maximum of recycled content, the barrel contains enough virgin resin to ensure optimal product durability and lifespan.



FreeGarden[™] EARTH 11 cubic FT/311L Compost Bin

What is compost bin?

A compost bin is a container, specifically designed and engineered for the collection and processing of organic materials into nutrient rich compost or humus. The finished compost or humus harvested from a compost bin through the composting process of decomposition is an excellent soil amendment providing much needed enrichment for your soil. A compost bin has features that enhance the decomposition process and help make your commitment to composting more efficient.

Why use a compost bin?

A compost bin is a tangible, visible tool to assist residents in self management of their kitchen and yard residuals. Using a compost bin allows for greater control over the process of composting and decomposition. Some municipalities require a compost bin or compost system by regulation. A compost bin addresses neatness, attractiveness and convenience. The purchase and use of a compost bin is an investment in the behavior changes associated with waste reduction and sustainability.

Why FreeGarden EARTH compost bin?

The FreeGarden[™] EARTH Compost Bin has many features that make it the composting tool of choice:

- One piece injection molded construction — no seams to come apart or assembly required
- Large capacity — 11 cubic feet/82 US gallons/311 litres
- Convenient offset, front harvest door
- Twist locking lid
- Vertical and horizontal columnar ventilation
- Conical shape means nothing gets stuck in corners and also provides for ease of lifting off to access the entire pile
- Rodent resistant
- Easy, large access 19.5 inch diameter lid opening
- 36" high x 31" diameter (92cm high x 78.5cm diameter)
- Made of recycled materials up to 100% recycled materials
- 10 year warranty
- Fits in any vehicle
- Committed, experienced sales representatives to help with any questions on products as well as technical assistance
- Proven and experienced in helping municipalities help their residents embrace backyard composting as a waste reduction method





FreeGarden RAIN[®]



- 55 gallon/208 litre rain barrel
- insect resistant stainless steel screen
- higher spigot accommodates most watering cans
- easy multi-barrel installations
- as many as 3 barrels fit in the back of a regular sedan
- 3 additional spigot mounting locations
- childproof lid and stable footprint
- square shape ideal for flush-to-wall and corner installations
- 34”h x 24”w x 24”d
- saves most homeowners 1,300 gallons of water each summer
- helps restore soil to ideal pH levels
- conserves water, protects the environment, and lowers water bills



FreeGarden[™] EARTH



- 11 cubic feet/311 litre compost bin
- large 20.25”/51.43cm top access opening
- robust, single-unit main body construction
- large, 12”x16” easy-access offset harvest door
- made of 100% recycled content
- pest and animal resistant lid
- fits easily in a car for easy transport
- diverts kitchen and yard residuals from landfill
- produces high quality soil amendment from kitchen and yard residuals
- reduces municipal collection costs and tipping fees
- lowers homeowner garbage fees (where applicable)

Also Available: Kitchen Organic Bin, Compost turner and Compost Thermometer

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