



**RECYCLEBANK™**

*Preserving Our Environment One Home At A Time™*



# WHAT WE DO



## RECYCLEBANK REWARDS RECYCLING

To view your RecycleBank amount or for questions visit us at [www.RecycleBank.com](http://www.RecycleBank.com) or call 1.888.H2O.PAYS.US



# \$10 OFF



TARGET.



To find a Target near you visit [www.Target.com](http://www.Target.com)

Cannot be multiplied or exchanged for cash. Not valid for any previous purchase. Void if copied or tampered. One coupon per customer. Limit one per transaction. © Printed on Recycled Paper



TARGET.





## WHAT WE DO



1 Deposit all recyclable material in your RecycleBank container (paper, plastic, glass, tin, aluminum).



## WHAT WE DO

Sticker on lid lists acceptable and unacceptable items to place in container

Barcode – for cart identification during rollout

Bar - allows pickup by truck flipper

RFID chip





## WHAT WE DO



1 Deposit all recyclable material in your RecycleBank container (paper, plastic, glass, tin, aluminum).



2 Your RecycleBank container has a barcode that is recorded by the recycling truck.





# WHAT WE DO

Street side  
flipper  
(STR)

RFID  
Antenna



Cart rests  
on this bar

Curb side  
flipper  
(CRB)



917575



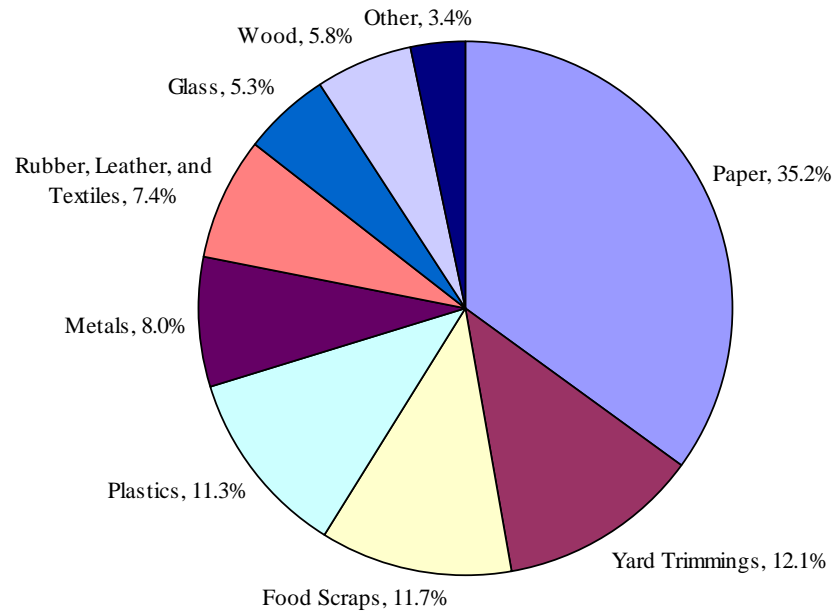


***Preserving Our Environment One Home At A Time™***

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### Municipal Solid Waste Stream





## RECYCLEBANK IN ACTION



*Preserving Our Environment One Home At A Time™*



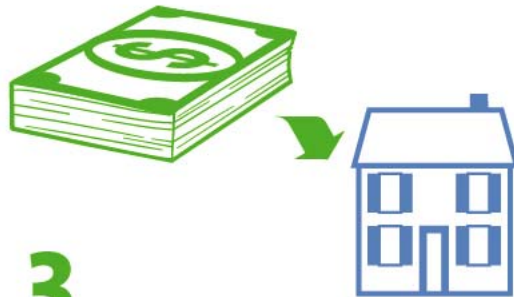
## WHAT WE DO



**1** Deposit all recyclable material in your RecycleBank container (paper, plastic, glass, tin, aluminum).



**2** Your RecycleBank container has a barcode that is recorded by the recycling truck.



**3** The amount your home recycles is translated into RecycleBank Dollars that you can spend at over 100 participating stores.



**4** Go to [www.RecycleBank.com](http://www.RecycleBank.com) and log in with your unique RecycleBank account number\* to view your account and shop.

\*Your account number will arrive with your container



# LOG IN



[ABOUT US](#) | [YOUR REWARD](#) | [OUR RESEARCH](#) | [CONTACT US](#)

Email:   
Password:  [Go](#)

[How Do I Log In with Email?](#)

Email:

Password:  [Go](#)

[How Do I Log In with Email?](#)

- [View Our Demo](#)
- [Frequently Asked Questions](#)
- [Participate Now](#)

### FEATURED PARTNER OF THE WEEK



[Learn More](#)

### Our Forest

**000,000,000**  
Trees saved

### Our Energy

**000,000,000**  
Gallons of Oil saved

[click here to learn more](#)



## RECYCLEBANK PAYS YOU TO RECYCLE!

### HOW RECYCLEBANK WORKS

- 1 YOU RECYCLE, YOU GET PAID**  
  
Your RecycleBank Recycling Container has a barcode that is recorded by the recycling truck. The amount your home recycles is translated into RecycleBank Dollars that you can spend at participating stores
- 2 IT'S EASY TO GET PAID SO EASY.**  
Just place all recyclables in your RecycleBank container:  
  
Paper, Plastic, Glass, Tin, Aluminum, Metal
- 3 GO SHOP**  
Sign in with your RecycleBank account number to view your account, each week that you recycled and the amount of RecycleBank Dollars you earned to shop at participating stores.  
  
[Click here to see participating retailers](#)

### WHAT PEOPLE SAY

RecycleBank has implemented a market based solution to an economic and environmental problem.  
Professor Murray Lowe | Columbia Business School  
[Read More Testimonials](#)

A sample of our partners



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# MY ACCOUNT

[ABOUT US](#)[YOUR REWARD](#)[OUR RESEARCH](#)[CONTACT US](#)[LOGOUT](#)[My Account](#) | [Shop Now](#) | [My Community](#)[Shopping Cart](#)[Frequently Asked Questions](#)[Customer Assistance](#)**Account Number:**

123456789

123 Main Street.  
Philadelphia, PA 12345If you find a mistake that you would like to report, please [click here](#).

## ACCOUNT STATEMENT

**Total in Account:** \$265.00  
**Total earned this month:** \$25.00  
**Total earned last month:** \$20.00

| Date    | Recycled | Earned |
|---------|----------|--------|
| 4/1/05  | Y        | \$5.00 |
| 4/8/05  | Y        | \$5.00 |
| 4/15/05 | Y        | \$5.00 |
| 4/22/05 | N        | \$0.00 |
| 4/29/05 | Y        | \$5.00 |

**Reward History:**  
Recent Coupons Ordered  
1. ShopRite  
2. Sneaker Villa  
3. Ogontz Grill  
4. Reading Terminal Market**Click Here To Shop Now**[Shop Now?▶](#)

### My Forest

3 trees saved



by recycling paper, you save trees.

### My Energy

2 Gallons of Fossil Fuel saved



by recycling plastics and other materials, you save oil.

[click here to learn more >](#)For more in depth information, view your [Recycling History](#) and your [Order History](#).[Contact Us](#) | [Privacy Policy](#) | [Site Map](#)

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# SHOP!

[ABOUT US](#) | [YOUR REWARD](#)  
[My Account](#) | [Shop Now](#) | [My Community](#)

[Frequently Asked Questions](#)  
[Customer Assistance](#)

Click on Icons to see Business  
 RecycleBank Dollars in my Account  
 Click here for Complete List

BROWSE ALL CATEGORIES  
 ICON CATEGORIES  
 choose one

- Cafe
- Restaurants
- Home
- Cleaning Services
- Kids
- Pets
- Sporting Goods
- Energy
- Beer, Wine and Spirits
- Music
- Green Products
- Donuts

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[My Account](#) | [Shop Now](#) | [My Community](#) | [Shopping Cart](#)

[Frequently Asked Questions](#)  
[Customer Assistance](#)

In-store rewards will be mailed to you.  
 A promotional code for your online reward will be emailed to you.

RecycleBank Dollars in my Account: **\$50.00**  
 ICON CATEGORIES > [Home](#) | [Click here for Complete List](#)

choose one

| Store  | Reward                | RecycleBank \$ | Choose |
|--|-----------------------|----------------|--------|
| <b>Home</b>                                  |                       |                |        |
| Target                                       | \$10 off              | \$10.00        | 1      |
| Target.com                                   | \$20 off              | \$20.00        | 0      |
| Bed Bath & Beyond                            | \$10 off \$50 or more | \$10.00        | 0      |
| bedbathandbeyond.com                         | %10 off               | \$5.00         | 0      |
| Art Noir Art Gallery                         | 10% off               | \$5.00         | 0      |
| Home Depot - Cheltenham Square Mall Location | \$5 off \$25 or more  | \$5.00         | 0      |
| Lavender Hill                                | \$4 off               | \$4.00         | 0      |
| Redaing Terminal Market (selected stores)    | \$5 off \$25 or more  | \$5.00         | 0      |
| sunandearth.com                              | \$10 off \$50 or more | \$10.00        | 0      |

Businesses Highlighted Blue, are online businesses

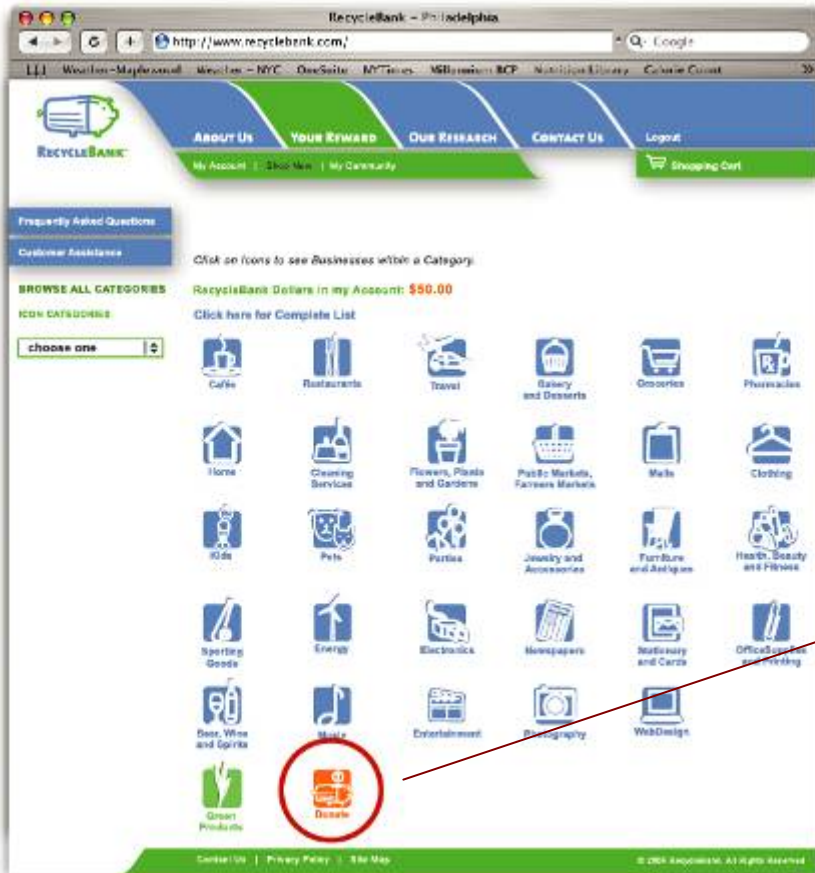
[Add to Cart and Shop More](#) | [Check Out](#)

**Target thanks you for preserving the environment.**  
[Click here to learn more of what Target is doing](#)

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DONATE



*"RecycleBank presents an opportunity for businesses that care about the environment and their community to develop loyal customers and brand recognition."*

**Ron Wilson, President and COO of Philadelphia Coca Cola Bottling Company**

*"Coke supports projects that encourage greater and more efficient recycling. Examples include RecycleBank in the United States."*

**Page 7, The Coca-Cola Company 2005 Environmental Report**



*When you donate your RecycleBank Dollars, Coca-Cola matches your donation with a contribution towards environmental programs at local libraries and schools.*





# CHECK OUT & ENJOY



## REWARDS REDEEMABLE IN-STORE

| Store   | Reward   | RecycleBank \$ | Quantity           |                        |
|---|----------|----------------|--------------------|------------------------|
|  | \$10 Off | 10             | 1                  | <a href="#">delete</a> |
| <b>SUB-TOTAL:</b>   |          |                | worth of discounts |                        |

*In-store rewards will be mailed to you after your request has been submitted.*

## REWARDS REDEEMABLE ONLINE

| Store  | Reward   | RecycleBank \$ | Quantity           |                        |
|--|----------|----------------|--------------------|------------------------|
|   | \$10 Off | 10             | 1                  | <a href="#">delete</a> |
| This reward will be sent to <a href="mailto:maria@hotmail.com">maria@hotmail.com</a>   <a href="#">To change email address, click here</a> |          |                |                    |                        |
| <b>SUB-TOTAL:</b>  |          |                | worth of discounts |                        |

*A promotional code will be emailed to the email address you provided us after your request has been submitted.*

**ORDER TOTAL: 4 items - Reward**

Give some or all of my rewards as Gifts

[Continue Shopping ▶](#)

[Checkout ▶](#)



HOMES RECEIVE THEIR REWARDS IN 3 - 5 BUSINESS DAYS

RECYCLEBANK PAYS YOU TO RECYCLE

\$5 OFF

STAPLES

that was easy.™



RECYCLEBANK PAYS YOU TO RECYCLE

\$20 OFF



RECYCLEBANK PAYS YOU TO RECYCLE

\$10 OFF





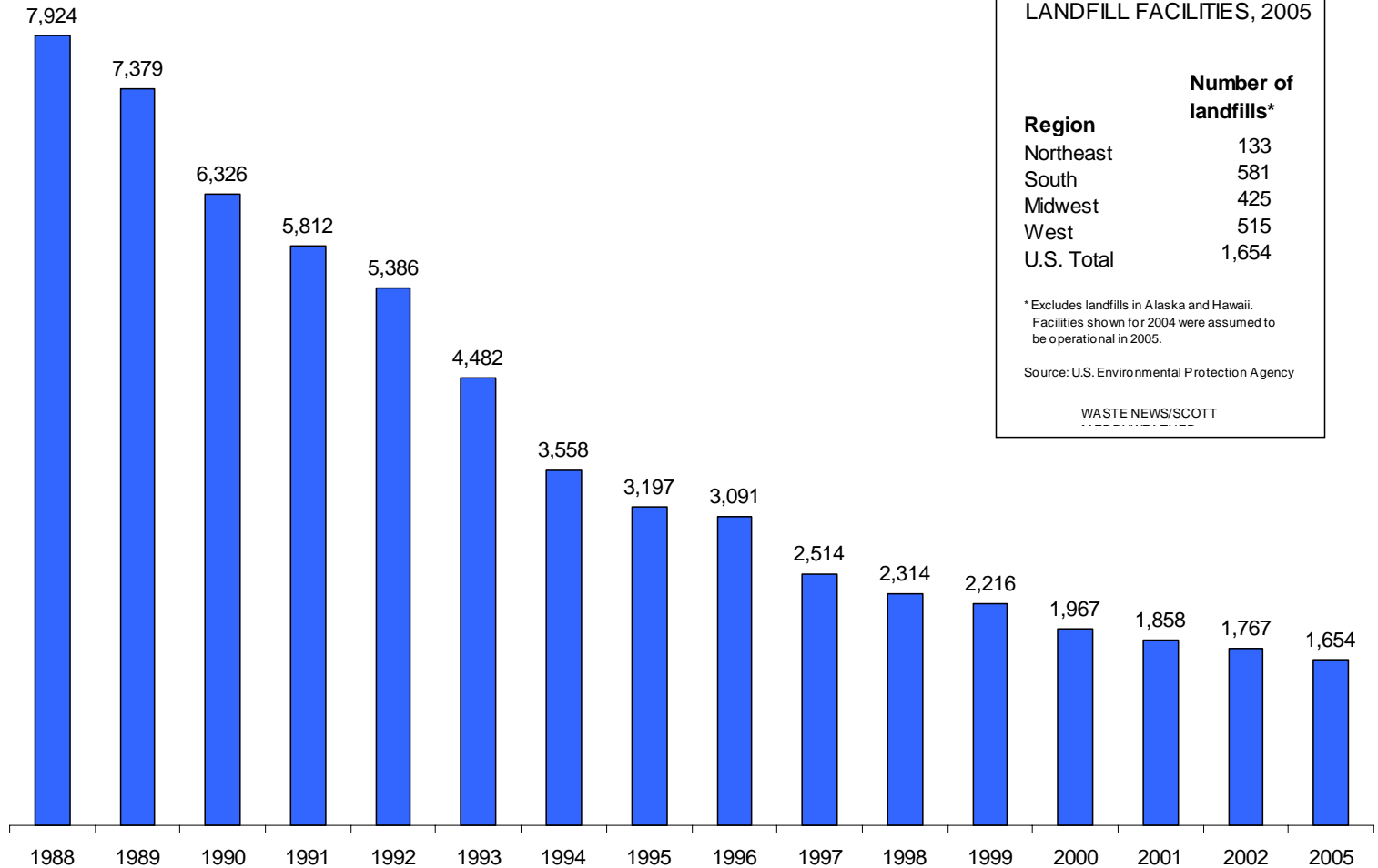
# PARTNERS





# DEMAND FROM MUNICIPALITIES

Number Of Landfills In U.S. 1988-2005



## LANDFILL FACILITIES, 2005

| Region     | Number of landfills* |
|------------|----------------------|
| Northeast  | 133                  |
| South      | 581                  |
| Midwest    | 425                  |
| West       | 515                  |
| U.S. Total | 1,654                |

\* Excludes landfills in Alaska and Hawaii.  
Facilities shown for 2004 were assumed to be operational in 2005.

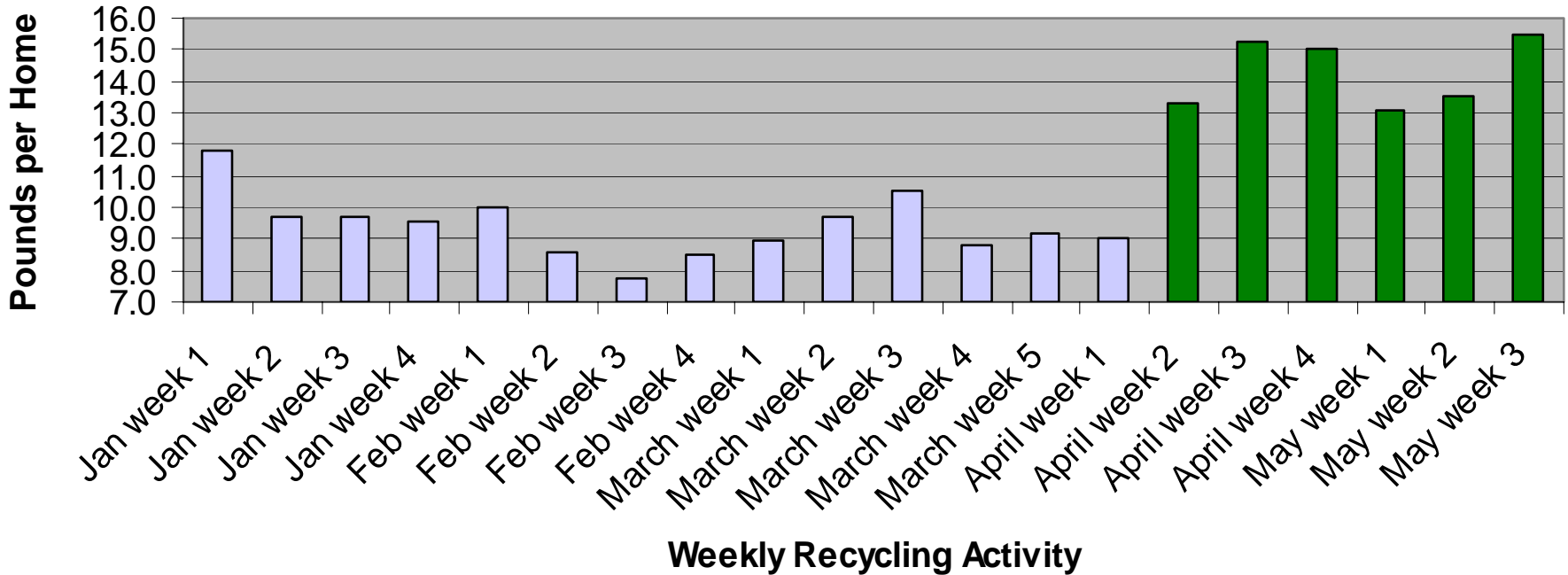
Source: U.S. Environmental Protection Agency

WASTE NEWS/SCOTT



# DEMAND FROM MUNICIPALITIES

## Weekly Recycling Home Output



## Clayton, NJ

*Clayton had a good recycling program before RB.*



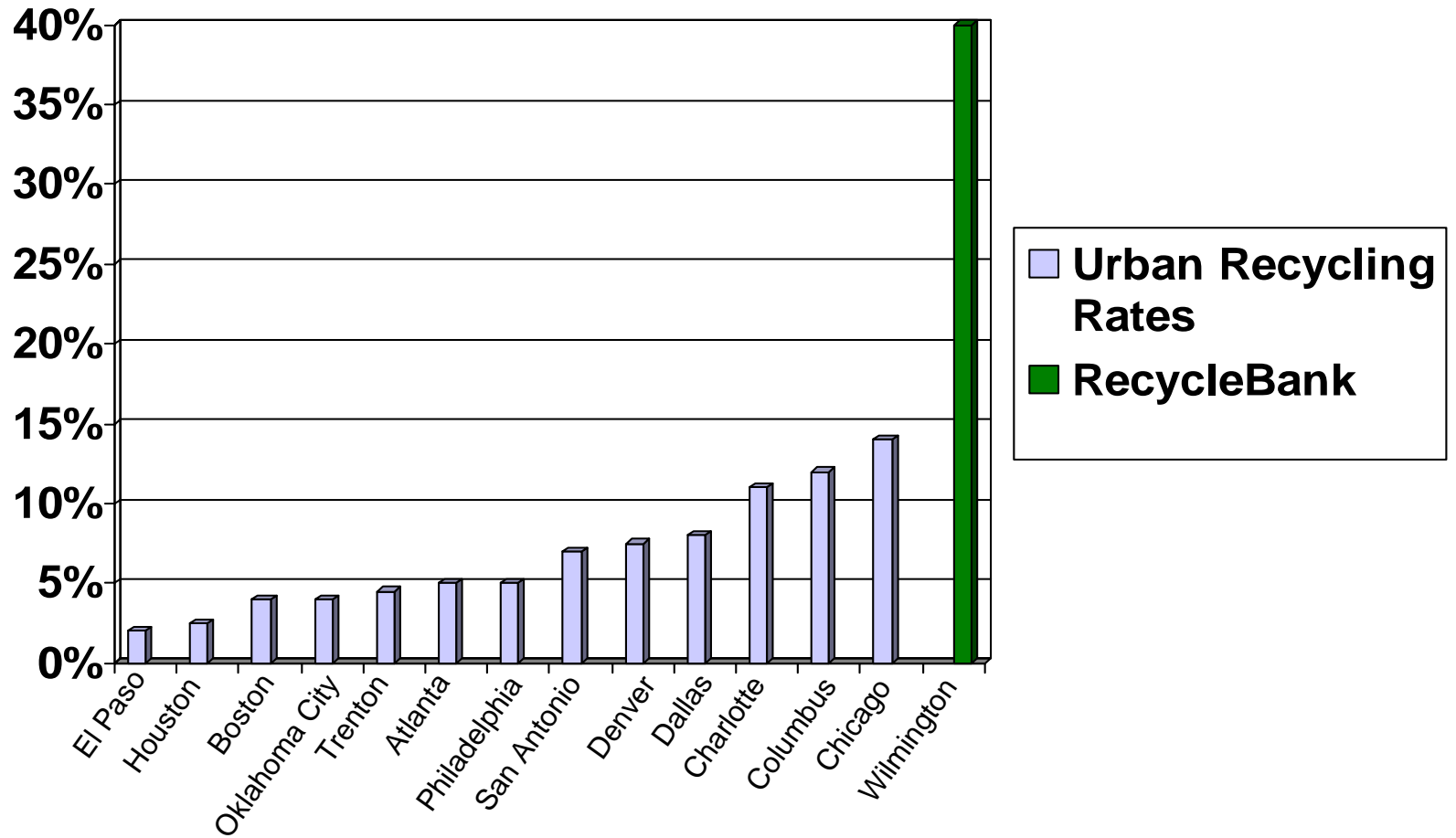
**Pre-RecycleBank Recycling Rates**



**Post RecycleBank Recycling Rates**



# DEMAND FROM MUNICIPALITIES





## REPORTS: PARTICIPATION

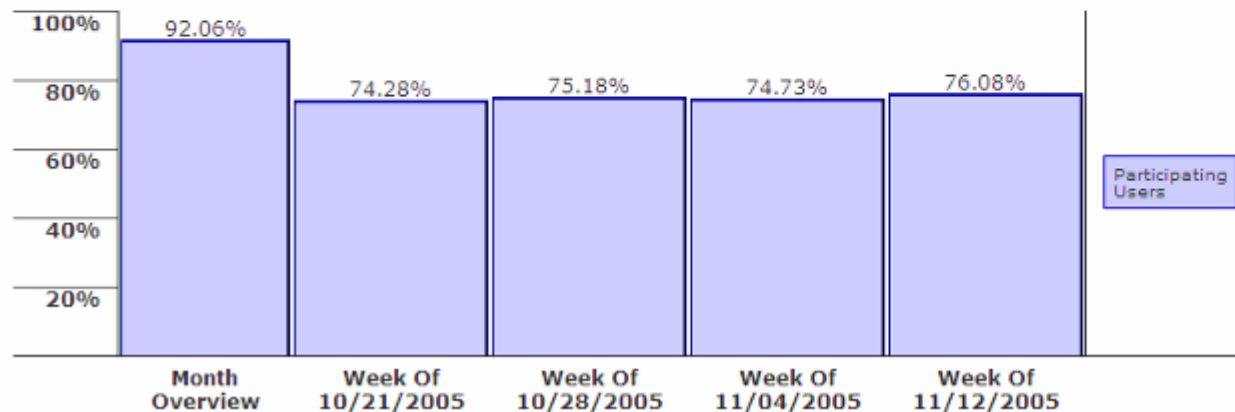


**Zip Code: 19118**

**Participating Users: 1020 — Total Users In Report: 1108**

**Summary:** RecycleBank Reports can be viewed and analyzed in the following formats: all routes combined, by individual routes, by street, and by household.

### Participation Rate for the Past 4 Weeks





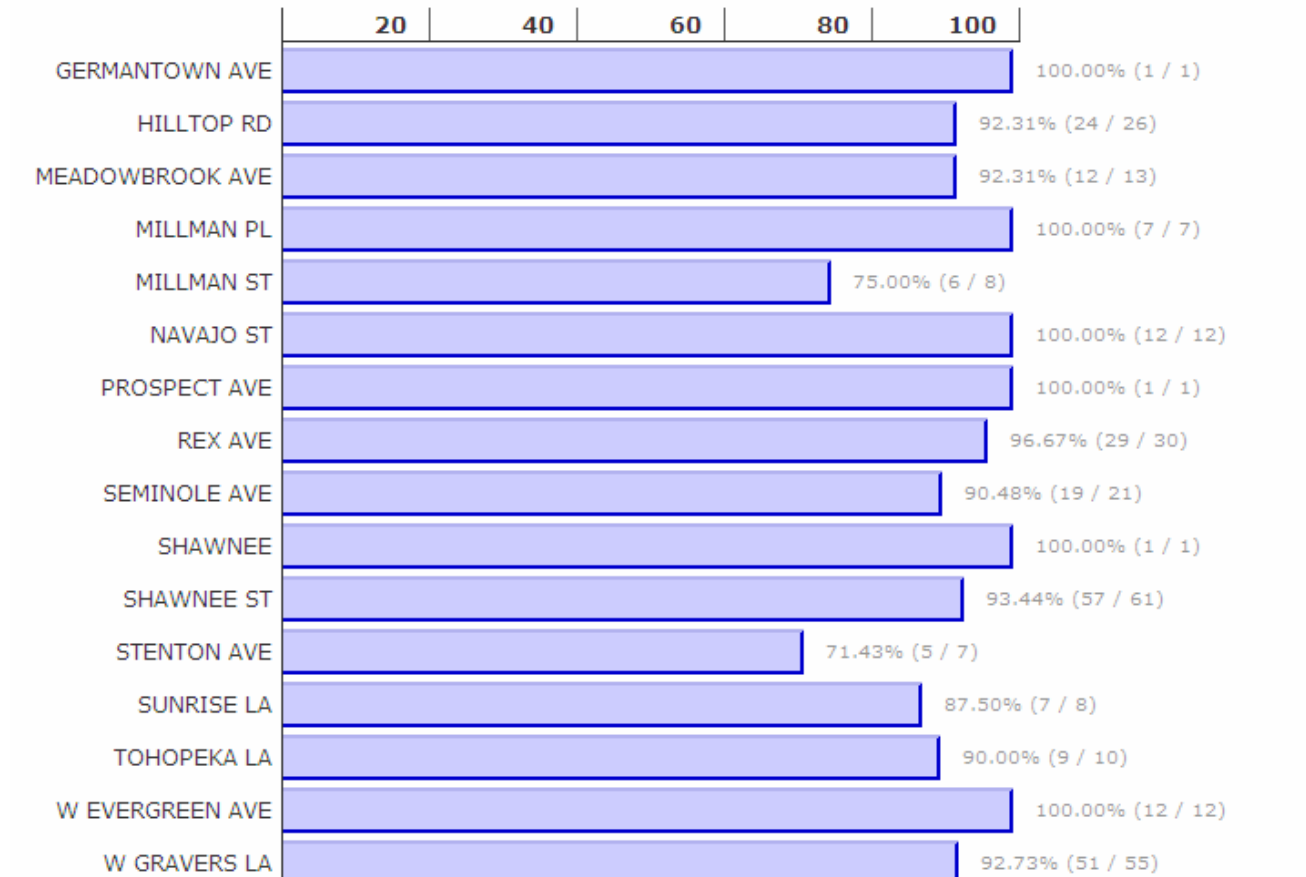
## REPORTS: PARTICIPATION

### Route: 605

**Summary:** The Route Report displays detailed information on the streets that comprise a route.

### Month (4 week view) Participation by Street

**Summary:** Displays monthly participation rate.







## REPORTS: OVERVIEW

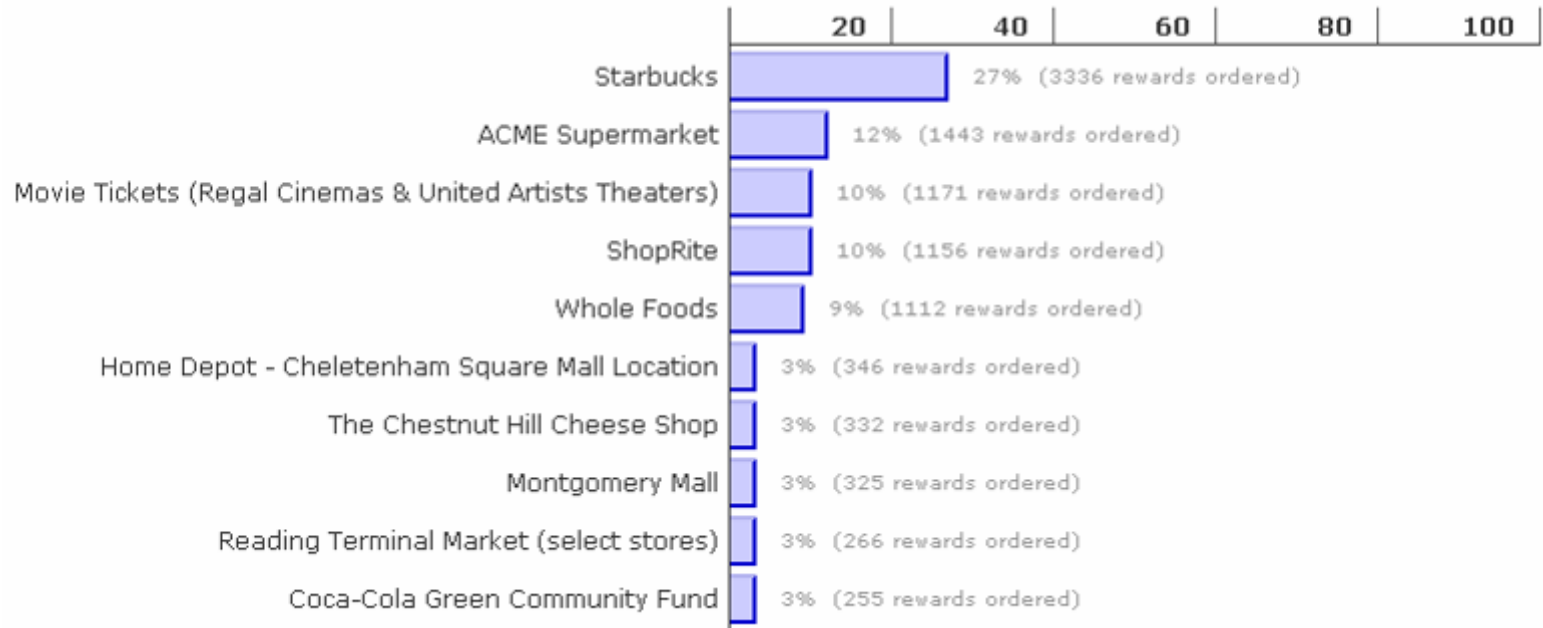
### Vendor Report

**Summary:** This report displays the 50 most popular vendors in the RecycleBank program.

**Date:** Mar 06, 2006

**Time:** 12:03 PM

**Vendors in the RecycleBank program:** 147

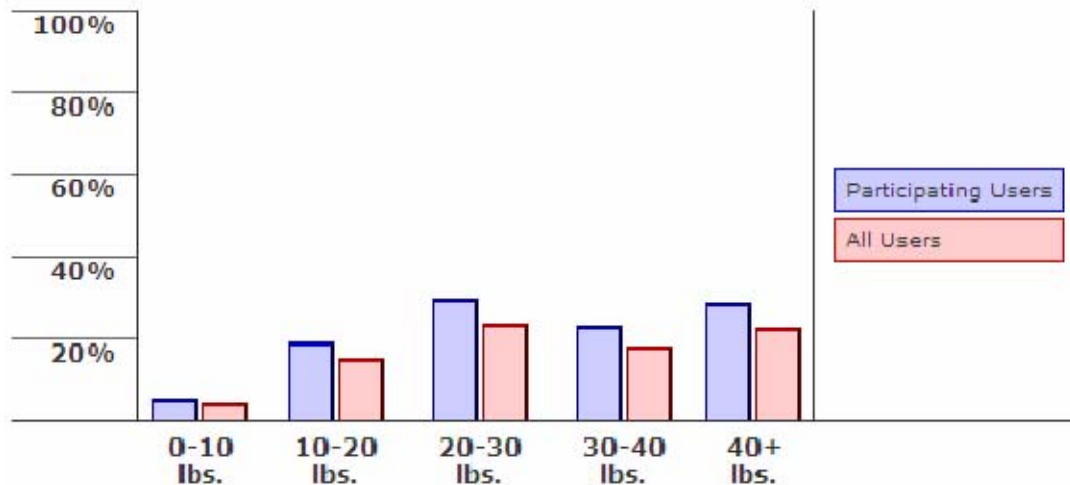




## REPORTS: OVERVIEW

The following graphs display weekly information for all weeks in the system.

### Week Of Nov 12, 2005



**Median Weight Recycled: 29.72 lbs\***  
**Average Weight Recycled By Participating Users: 32.72 lbs\***  
**Average Weight Recycled By All Users: 24.90 lbs**  
**Participation Rate: 76.08%**



## WE SERVE YOUR COMMUNITY



### IBR • Incentive Based Recycling

RecycleBank rewards your home for the amount you recycle



### Container Management

RecycleBank provides your home with a 35, 64, or 96 gallon RecycleBank Container that has an imbedded barcode.



### Research and Reporting

RecycleBank provides a complete suite of reports that includes detailed performance analysis of recycling rates, participation rates, and collection efficiency at the household, street, route, neighborhood and municipal level. For our vendor partners, we provide a complete suite of marketing analysis reports.



### Community Outreach

RecycleBank provides a comprehensive community outreach program that supports a focus on the environment and the value of sustainability.



## THE PRESS AND INDUSTRY RECOGNIZE THAT

**The New York Times**

“Recycling Rewards...Finding Gold in the Trash.”

**The Philadelphia Inquirer**

“It's revolutionary....."We are so excited.”



“It Pays To Recycle. RecycleBank revolutionizes the way we think about waste”



“Recycling company offers Win-Win solutions.”



“You Can Bank on RecycleBank”

\* story on RecycleBank from EPA website



"All the News  
That's Fit to Print"

# The New York Times

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NEW YORK, TUESDAY, FEBRUARY 21, 2006

ONE DOLLAR

THE NEW YORK TIMES, TUESDAY, FEBRUARY 21, 2006

## GREEN VENTURES

### Rewarding Recyclers, and Finding Gold in the Garbage



Photographs by Sabina Louise Pierce for The New York Times

weight of materials they recycle, which is scanned and recorded through a computer chip embedded in the garbage bins when they are picked up by the sanitation crew. They exchange that credit for coupons at various businesses. Municipal officials save disposal fees. Recycling companies make more money from processing. Retailers gain the feel-good association with a socially beneficial activity.

RecycleBank charges municipalities (or private haulers, depending on the arrangement) \$24 a household, and guarantees clients that they will save at least that much in disposal fees as waste is diverted from landfills and incinerators. The company also receives revenue from recycling plants, depending on how much it increases the amount of materials that are processed.

"I thought the idea had tremendous merit right from the start," said Clifford J. Schorer Jr., who

Twinsburg, Ohio, was able to configure scales and a tipping mechanism for the containers, which fit on the back of the trucks so the bins can be weighed and easily emptied.

Why not cheat by adding a bowling ball or other heavy nonrecyclable items to the trash? RecycleBank came up with a button on the on-board computer that workers can press to flag the address if they notice contraband. This happens "less than rarely," Mr. FitzGerald said.

Both men, who are 30 years old, decided early on that it was important to spare households the tedium of separating glass, paper, plastic and metal. They signed on with the Philadelphia-based Blue Mountain Recycling, which uses sorting technology employing fans, gravity, magnets and manual picking.

RecycleBank persuaded Philadelphia officials to allow it to conduct a pilot project involving 2,500 households in two Philadelphia neighborhoods: Chestnut Hill and





# A WINNING PROPOSITION

A Winning Proposition:

