

Fields of Opportunity

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Earth Friendly



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What Does:

- *Recycled Mean?*
- *Bio-degradable Mean?*
- *Sustainable Mean?*

Make a Difference?

- *develop Earth Friendly Habits!*

I N T R O D U C T I O N

Introduction

Fields *has made a commitment to being Earth Friendly:*

with our company's internal Earth Friendly practices

and also,

through being proactive by developing & providing as many Earth Friendly products as possible.

★ According to the EPA, wikipedia.org, and other sources, **Earth Friendly** opportunities include using:

◆ Recycled Products:

● They are **Earth Friendly** because materials are reused to make a new product instead of going into a landfill

◆ Bio-degradable Products:

● They are **Earth Friendly** because they have the ability to break down into the raw materials of nature and disappear into the environment

◆ Sustainable Products

● They are **Earth Friendly** because they are made with renewable resources, such as:

★ Forests harvested using methods to protect:

◆ Animal life

◆ Plants

◆ Soil

◆ Water

★ The information contained in the Fields of Opportunity **Earth Friendly** pamphlet is only intended to help the reader gain a better understanding of what **Earth Friendly** means. The writer is not an expert. The purpose of this pamphlet is solely to pass along information that resulted from the writer's research and his interpretation of that information. The writer is neither guaranteeing nor making any claims as to the accuracy of the information contained in this pamphlet.

Feel free to use any information contained in this pamphlet and thank you for the success you provide Fields.

Chris Bertram
CEO, **Fields** Manufacturing



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Be a Part of the Solution! Today, over 8800 communities offer curbside pick up of recycled products. These materials are reused in many **Fields** products that are made from post consumer materials: *Recycled Lanyards, Eco Pens, and 100% Recycled Adhesive Notes!*

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R E C Y C L I N G

Recycling

Fields

Selling Point

Remember to add the recycled logo to an advertiser's artwork!

◆ *It's a strong and positive message to send to their customers and prospect.*



★ **According to the EPA:**

◆ **Recycling is a series of activities that includes:**

- **Collecting recyclable materials that would otherwise be considered waste**
- **Sorting and processing recyclables into raw materials such as fibers**
- **Manufacturing raw materials into new products.**

◆ **Recycling Facts and Figures**

● **Today, the United States recycles:**

★ **32.5 percent of its waste:**

◆ **This is doubled that of 15 years ago.**

★ **52 percent of all paper**

★ **31 percent of all plastic soft drink bottles**

★ **45 percent of all aluminum beer & soft drink cans**

★ **63 percent of all steel packaging**

★ **67 percent of all major appliances**

● **The number of curbside recycling programs existing in the United States, that collect several materials at the curb.**

★ **One program existed in 1986**

★ **8660 programs existed in 2006**

● **As of 2005**

★ **About 500 material recovery facilities had been established to process the collected materials.**

◆ **As of now, there are no enforceable standards established by the U.S. government to regulate Recycled Claims:**

● **About Recycled:**

★ **Be aware, many times only a small % is Recycled:**

★ **What is Post Consumer recycled:**

◆ **This means it has been used by a consumer & then recycled**

★ **What is Post Industrial reused scraps:**

◆ **Paper waste that occurs from trimming**

◆ **Production overruns**

◆ **By products manufactured into new products**

Recycling continued

★ According to the EPA: continued

◆ Post Consumer Recycling Process:

● Step 1. Collection and Processing:

★ There are four primary methods for collecting recyclable:

- ◆ Curbside pick-up
- ◆ Drop-off centers
- ◆ Buy-back centers
- ◆ Deposit/Refund programs.

★ After collecting recyclables, their journey is usually the same:

- ◆ recyclables are sent to a materials recovery facility:
 - To be sorted and prepared into marketable commodities for manufacturing
- ◆ recyclables are bought and sold:
 - Just like any other commodity
 - Prices change and fluctuate with the market

● Step 2. Manufacturing:

★ Once cleaned and separated:

- ◆ Products are manufactured with total or partial recycled content
- ◆ Common household items include:
 - Newspapers and paper towels
 - Aluminum
 - Plastic
 - Glass soft drink containers
 - Steel cans
 - Plastic laundry detergent bottles
- ◆ Innovative applications recover:
 - Glass in roadway asphalt (glasphalt)
 - Plastic in carpeting
 - Park benches
 - Pedestrian bridges.

● Step 3. Purchasing Recycled Products

- ★ By "buying recycled," governments, as well as businesses and individual consumers, each play an important role in making the recycling process a success.
- ★ As consumers demand more environmentally sound products, manufacturers will continue to meet that demand by producing high-quality recycled products.

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Recycling continued

Fields

Selling Point

Fields 100%

Post Consumer recycled lanyards are the perfect choice for repeated use! Made from recycled plastic bottles and packaging. They feel as comfortable as cotton and are long lasting.



★ According to the EPA: continued

◆ Opportunities for recycling to work:

- Every American can make recycling a part of their daily routine. Below are some ways in which businesses, local governments, and citizens can get involved:

★ **Businesses:**

- ◆ Visit the EPA Web site.
- ◆ Get involved with your local or state recycling organization.
- ◆ Buy recycled-content products.

★ **Citizens:**

- ◆ Recycle at home:
 - Find out if there is a recycling program in your community:
 - ★ Separate and put out your recyclables for curbside pickup. Or
 - ★ Take them to your local drop-off or buy-back center.

◆ Shop smarter:

- Use products in containers that can be recycled in your community and items that can be repaired or reused.
- Support recycling markets by buying and using products made from recycled materials.

◆ Recycle on the Go:

- Look for recycling places in public spaces.
- If you can't find a recycling place, ask the responsible authority to look into installing one so you can recycle on the go.

Recycling continued & Biodegradable

★ According to the EPA: continued

◆ Opportunities for recycling to work: continued

- Every American can make recycling a part of their daily routine. Below are some ways in which businesses, local governments, and citizens can get involved: continued

★ Local Governments:

- ◆ Improve the efficiency of your collection program.
- ◆ Identify opportunities to increase recycling rates.

- To be successful everyone has to participate. Including:

- ★ Government
- ★ Industry
- ★ Organizations
- ★ People at home
- ★ Small businesses

★ According to the Bureau of International Recycling (BIR):

◆ Energy savings when producing the following materials via recycled raw materials.

- Aluminum 95%
- Paper 64%

★ Producing Paper via the recycling route produces:

- ◆ 35% less water pollution
- ◆ 75% less air pollution

★ Every ton of Paper produced using recycled methods saves:

- ◆ 7500 gallons of water
- ◆ 3000-4000 Kwh of power:
 - Enough to power an average 3 bedroom house for a year

- Plastic 80%
- Steel 74%

★ According to www.worldwise.com/boidegradable.html:

◆ The elements required for the decay process to begin:

- Lack of light
- Water
- Bacterial Activity

◆ In nature, different materials biodegrade at different rates:

- A leaf takes approximately a year to become part of the forest floor
- An iron shovel can take years to rust away to nothing
- A large tree can take decades to completely break down
- Any material will ultimately biodegrade, even if it takes centuries.

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Biodegradable continued

Fields

Selling Point

Prospecting with a Green Message!

Fields biodegradable Pens and Adhesive Notes are excellent for prospecting new clients. The Green Message immediately conveys a positive message to prospects.



★ According to www.worldwise.com/biodegradable.html: continued

- ◆ Many products are inherently biodegradable in soil—such as:
 - Tree trimmings
 - Food wastes
 - Paper
- ◆ To be truly biodegradable, a substance or material should break down into:
 - Carbon Dioxide (a nutrient for plants)
 - Water
- ◆ This is how long it takes for some commonly used products to biodegrade, when they are scattered about as litter:

● Banana peel	2 – 10 days
● Cotton rags	1 – 5 months
● Sugarcane Pulp Products	30 - 60 days
● Paper	2 – 5 months
● Rope	3 – 14 months
● Orange peels	6 months
● Wool socks	1 – 5 years
● Cigarette filters	1 – 12 years
● Plastic coated paper milk cartons	5 years
● Plastic bags	10 – 20 years
● Leather shoes	25 – 40 years
● Nylon fabric	30 – 40 years
● Tin cans	50 - 100 years
● Aluminum cans	80 - 100 years
● Plastic 6-pack holder rings	450 years
● Diapers and sanitary napkins	500 – 800 years
● Glass bottles	1 million years
● Plastic Bottles	Forever
● Styrofoam cup	non-biodegradable
- ◆ Minerals that do not cause harm to the ecosystem because they are already in their natural mineral state and do not need to biodegrade include:
 - Salt
 - Baking Soda

Biodegradable continued

B I O D E G R A D A B L E

★ According to www.worldwise.com/biodegradable.html: continued

◆ Any material that comes from nature will return to nature, as long as it is still in a relatively natural form. Therefore the following products have the capability to biodegrade:

- Plant-based
- Animal-based
- Natural mineral-based

◆ When a man made compound is formulated in a laboratory:

● Combinations of elements are made that do not exist in nature:

★ Detergents

★ Plastics:

- ◆ Will not biodegrade in anyone's lifetime
- ◆ Will never break back down into the petroleum from which it was made from

● There are no corresponding microorganisms to break them down.

◆ The Garbage Project:

● When the conditions needed for biodegradable materials to naturally biodegrade are not provided, major garbage problems are the result.

● An anthropological study of our waste conducted by a group at the University of Arizona, has found that the following products after twenty-five years were still recognizable:

- ★ Hot dogs
- ★ Corn cobs
- ★ Grapes
- ★ Newspapers were still easily readable

★ According to www.wikipedia.org/wiki/Biodegradation:

◆ A "biodegradable" product has the ability to break down, safely and relatively quickly, by biological means, into the raw materials of nature and disappear into the environment. These products can be:

- Solids biodegrading into the soil
- Liquids biodegrading into water

◆ Biodegradable plastic is intended to break up when exposed to microorganisms:

● A natural ingredient such as cornstarch or vegetable oil is added to achieve this results

◆ Nature biodegrades everything it makes back into basic building blocks, so that:

- New living things can be made from the old
- Even raw crude oil will degrade when exposed to
 - ★ Water
 - ★ Air
 - ★ The necessary salts

Biodegradable continued

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B I O D E G R A D A B L E

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Selling Point

Why buy Fields Adhesive Notes? Because the Adhesive is a Water Based Adhesive (no solvents). They are printed with Soy based Inks, and FSC certified paper is available!

Fields Adhesive Notes can be recycled without the need to remove the adhesive strip!



FOREST STEWARDSHIP COUNCIL

The mark of responsible forestry

Cert no. BV-CoC-930473



★ According to www.wikipedia.org/wiki/Biodegradation: continued

◆ Many products have been altered by industry in such a way that they are unrecognizable to the microorganisms and enzymes that return natural materials to their basic building blocks:

- Crude oil, for example, will biodegrade in its natural state, but once it is turned into plastic, it becomes an unsustainable pollution problem.
- These products simply pollute and litter our land, air, and water:
- Recycling these products is the best earth friendly option verses ending up in a landfill

★ According to the FTC:

◆ Only products that contain materials that “break down and decompose into elements found in nature within a reasonably short amount of time when they are exposed to air, moisture and bacteria or other organisms”:

- Should be marketed as “biodegradable.”

◆ The FTC acknowledges that even products appropriately-labeled as biodegradable may not break down easily:

- If they are buried under a landfill or are otherwise not exposed to sunlight, air and moisture, the key agents of biodegradation.

◆ Just because a product or ingredient is biodegradable does not mean it is healthy or safe for people or the environment. For example:

- The toxic pesticide DDT biodegrades to the compounds DDD and DDE, both of which are more toxic and more dangerous than the original DDT itself.

Sustainable

★ According to the EPA, wikipedia.org, and other sources, Sustainable Products:

◆ Sustainable Products

- They are **Earth Friendly** because they are made with renewable resources, such as:

★ Forests harvested using methods to protect:

- ◆ Animal life
- ◆ Plants
- ◆ Soil
- ◆ Water

★ Here are three internationally recognized independent certification organizations:

- ◆ FSC (Forest Stewardship Council)
- ◆ PEFC (programme for the Endorsement of Forest Certification schemes)
- ◆ SFI (Sustainable Forestry Initiative, Inc.)

★ Based on Pira International Press Release 12/07/2007:

- ◆ The global paper market is expected to increase by 2.3% CAGR
- ◆ The global paper market is expected to increase by 2.3% CAGR (compound annual growth rate) by 2012
- ◆ The World's First Chain-of-Custody Paper Market Study Confirms FSC the Leading Certification Scheme by Quality and Quantity
- ◆ According to a new market study by Pira International and a study by the Global Markets for Chain-of-Custody Paper, by 2012, global paper consumption of the following Certified Chain-of-Custody Paper Organizations will grow by:
 - 6.5 million tons of FSC paper
 - 2 million tons of PEFC paper
 - .5 million tons of SFI paper

★ The FSC offers three types of certifications:

- ◆ Forest managers or owners who want to prove that their forest operation is socially beneficial and managed in an environmentally appropriate and economically viable manner
- ◆ Companies that manufacture, process or trade in timber or non-timber forest products and want to demonstrate to their customers that they operate responsible sourcing policies
- ◆ Forest Management companies that comply with the five FSC Controlled Wood criteria will be able to supply FSC Controlled Wood to FSC Chain of Custody operations.
 - FSC Controlled Wood supports the production of FSC Mixed Sources by providing FSC certified companies with tools to control the non-FSC certified wood in their product groups to avoid the wood produced in socially and environmentally most damaging ways.

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Earth Friendly Products

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Selling Point

When selling an Earth Friendly product, be sure to incorporate this into the artwork! Examples include statements: Printed on 100% Recycled paper/materials, Reduce/Reuse/Recycle arrows logo, and statements about the environment: "We support our Earth", "Recycle for a better future", "Save our Earth", etc can make a positive impact in public opinion.



★ Fields offers the following Earth Friendly Products:

◆ Fields Adhesive Notes:

- 100% Post Consumer Recycled Paper available
- Fields offers FSC Certified Paper
- All Fields Paper is Biodegradable with-in 2 to 5 months
- Sustainable Products:

★ Certified Chain-of-Custody Paper proving Forest Restoration:

- ◆ FSC Approved
- ◆ PEFC Approved
- ◆ SPI Approved

● Water Based Adhesive:

- ★ Not Petroleum Based Adhesive
- ★ Stickiness is not compromised

● Soy Based Inks:

- ★ The main environmental advantage is that they release less than 1/5th of the mass of volatile organic chemicals compared to petroleum inks
- ★ Print Quality is not compromised

◆ Fields Flags:

- Paper Flags are Biodegradable with-in 2 to 5 months

● Water Based Adhesive:

- ★ Not Petroleum Based Adhesive
- ★ Stickiness is not compromised

● Soy Based Inks:

- ★ The main environmental advantage is that they release less than 1/5th of the mass of volatile organic chemicals compared to petroleum inks
- ★ Print Quality is not compromised

◆ Fields Lanyards:

● Fields Recycled Lanyards:

- ★ Made from recycled PET (Polyethylene Terephthalate)

- Fields Cotton Lanyards are biodegradable with-in 1 to 5 months

- Fields offers Certified Organic Grown Cotton Lanyards

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Sustainable

◆ **Fields Pens:**

● **Rhea Pen:**

- ★ **100% Recycled barrel made from grains**
- ★ **83% Biodegradable materials**

● **Ceres Pen:**

- ★ **79% Biodegradable materials**

◆ **Fields Coasters and Mousemats:**

- **98% Recycled Materials**

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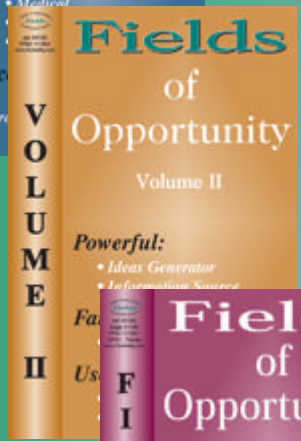


Fields of Opportunity

Healthcare e-Book Includes Ideas for:

- Medical
- Hospitals
- Pharmaceuticals

Accounts For Over 19% of Promotional Product Sales!



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Volume II e-Book Includes:

- Powerful Ideas & Information Resource
- Fantastic Sales Training Manual
- Useful Reference Guide



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Financial e-Book Includes Ideas for:

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- Construction
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