



truckload sale

PROGRAM OUTLINE





FreeGarden™ RAIN

55 GAL/208 L 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 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 the 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 FT³/2 311 L COMPOST BIN

What is a 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 the 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/311 litres
- Convenient 12"x16" 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 20.25 inch (51.43 cm) diameter lid opening
- 33" high x 31" wide (83.8cm high x 78.7cm wide)
- Made of 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



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Overview

The primary objective of a truck load sales event is to distribute the maximum number of FreeGarden™ RAIN rain barrels and FreeGarden™ EARTH compost bins to customers in an area. “One day only” sales events provide an efficient and effective means of distributing rainwater collection barrels and backyard compost bins to a large number of residents. Products are purchased on a “first come, first served, while supplies lasts” basis, indicating that a demand exists for the products and emphasizing the importance of purchasing them.

Events are typically held on a Saturday from 9am-3pm in a highly visible location with ample parking space. Your partnership with Enviro World in securing an appropriate site and delivering the maximum amount of promotional materials throughout the community will result in a highly successful event. Preparation begins well before the event date, with the majority of events planned a season in advance. A minimum of 12 weeks between a request for a truckload sales event and the event date is appreciated.

Promotional Campaign

Enviro World’s marketing team will work in cooperation with you to develop a comprehensive promotional campaign which may include customized full color newspaper inserts and newspaper display advertising.

You will be provided with sample bins/barrels, customized promotional flyers and posters for promotion throughout the community. An electronic media kit including a variety of promotional tools (e.g. press release, articles, announcements) will be provided for use in local marketing efforts. Promotional certificates will also be provided that will allow recipients to receive a free bin or barrel on the day of the sale.

Pricing

FreeGarden™ products will be offered at the best price possible for your event. Any additional funding that you provide will help to reduce the cost of the rain barrels at the sales event. Enviro World also offers fundraising opportunities to customers upon request.

Contact

If you are interested in hosting a rain barrel and/or compost bin truckload sale or would like further information about the programs, please contact Enviro World sales representative Amy Freeman-Rosa by phone at 810-287-1982 or by email at basil@enviroworld.us

Sales Contact

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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)

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