



**A NEW WAY TO RECYCLE
HAS TAKEN SHAPE.**



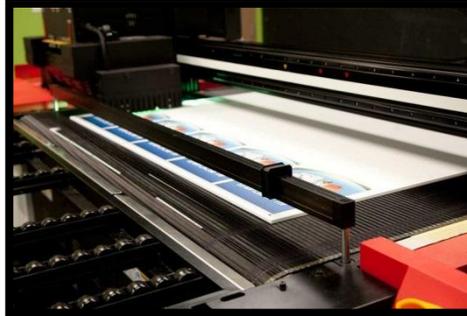
Partners in Sustainability

- *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**



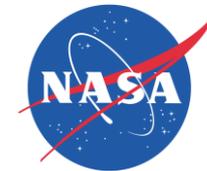
**Quick Serve
Restaurants**



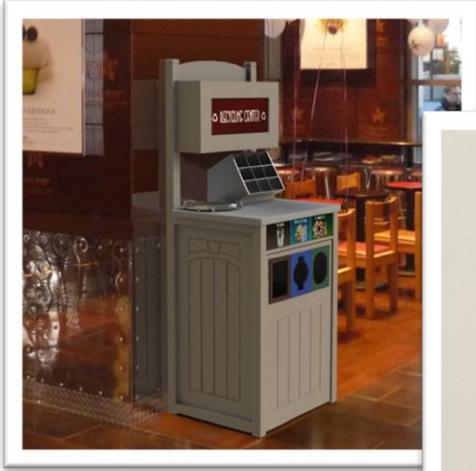
Grocery



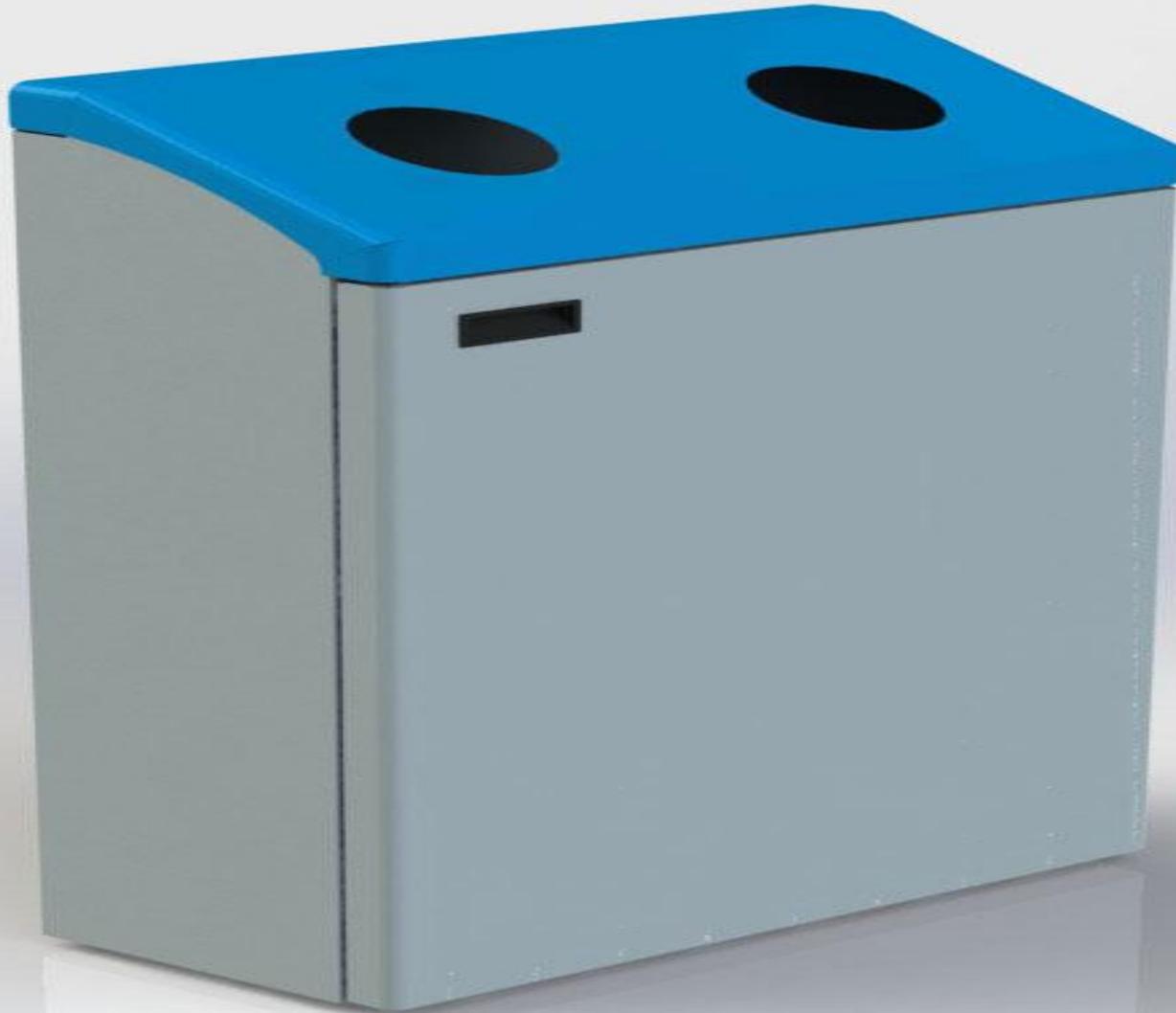
ICI



Partnering for New Program Development

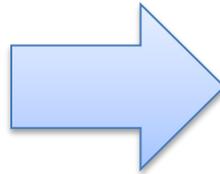
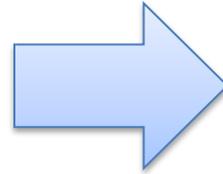


Partnering with Existing Suppliers New Development





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



Stream	Pre-Pilot Contamination	Post-Pilot Contamination	% Improvement
Organics	8.1%	4.4%	46%
Recyclables	22.4%	7.1%	68.4%
Waste	83.7%	21.7%	74.1%

Pilot School #2 – Before and After

Population: Approx. 1,000 students



Stream	Pre-Pilot Contamination	Post-Pilot Contamination	% Improvement
Recyclables	35.7%	9.8%	72.5%
*Waste	25.4%	11.4%	55.1%

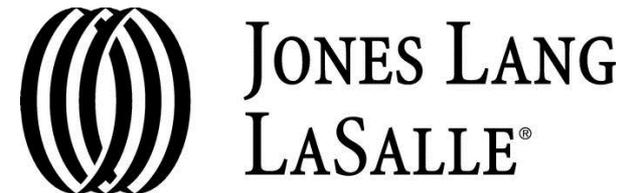
Note: Organics was included in waste.



INDUSTRY PARTNERSHIPS



COALITION *for* RESOURCE RECOVERY



The 3C Approach



Culture
Communication
Collection

Culture

Communication

Collection

- 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)

Culture

- Senior management buy-in
- Leadership “Stake in the Ground”
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Communication

- **Green Team implementation**
- **Senior management goals**
- **Metrics and reporting**
- **Collection stream accuracy**
- **What message does your equipment convey**
- **Fresh and relevant updates**
- **Sharing best practices**

Collection

Culture

- Senior management buy-in
- Leadership “Stake in the Ground”
- Reality and transparency
- F.O.T.M. (Flavor of the month)
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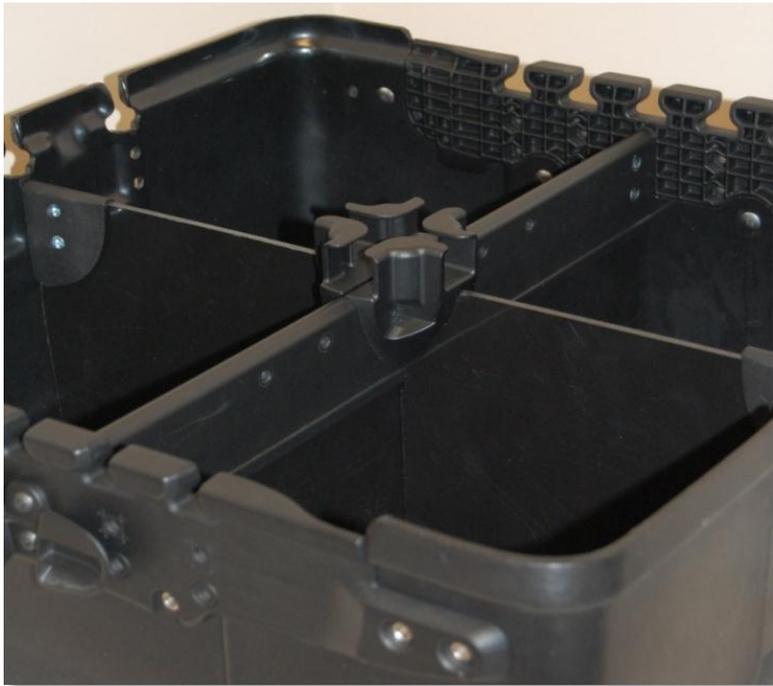
Collection

- **Containers for front-of-house to back-of-house**
- **Waste and recycling hauler contract review**
- **Volumes and frequency**
- **Esthetic vs. practical**
- **Financial restraints (lipstick on a pig)**
- **Color-coordination**
- **Servicing of equipment (time and labor)**
- **Future-ready capabilities**

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

Transition™ Configurable Recycling Containers – Same Footprint. Same Capacity. Different Configuration.



ELECTRONIC
USED CELL PHONES • CHARGERS

Accepted
By definition is food waste, food scrapings, food-soiled paper, and coffee grounds

TRASH



DÉCHETS

Aluminum Cans



Aluminum Cans



Papiers Mélangés

CleanRiver
RECYCLING SOLUTIONS



PLASTIC BOTTLES

COMPOST



Old Paper

RECYCLE

MIXED PAPER



MIXED PAPER

Trash

GREEN CART

CANS AND BOTTLES



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

SECURITY NOTICE



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NOTICE



DO NOT DUMP CHEMICALS DOWN
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GREEN NOTICE



PLEASE REMEMBER TO TURN OFF
DOCK LIGHTS WHEN NOT IN USE



Welcome to Your Dashboard

Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla vitae elit libero, a pharetra augue. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Stores

- View Stores List
- Create New Store
- Create New User

Users

- View Users List
- View User History

Store Orders

- View Stores Order
- View Orders List

Product Groups

- View Stores List
- View Groups List
- View Orders List

All Orders

- View Stores Order
- View Orders List

Tools

- Sustainability Reports
- Calculators
- ROI

Admin Dashboard

Rapid access to orders, locations, users and products

Product Detail

Complete detail
view of product

The screenshot displays a web application interface for product details. At the top left, the CleanRiver logo is visible, along with the Tim Hortons logo. A 'Log Out' button is located in the top right corner. Below the logos is a navigation bar with tabs for 'Dashboard', 'Stores', 'Users', 'Orders', 'Products', and 'Profile'. The 'Products' tab is currently selected. The main content area is titled 'Products' and features a sub-navigation menu with 'Overview', 'Specifications', and 'Details' tabs. A language dropdown menu is set to 'English', and a 'Finished' button is present. The product title is 'Drive Thru 4 Slot FRONT Access with Full Canopy'. The product description states: 'Four stream recycling bin designed for use in drive thru applications. This unit comes complete with FRONT SERVICE DOORS, region specific stream graphics and a canopy to prevent the elements from entering the container.' Below the description is a large image of the recycling bin, which is a brown, four-stream unit with a canopy. At the bottom of the page, there is a footer with copyright information: 'Copyright 2012 © All Rights Reserved to Midpoint International Inc | Privacy Policy | Site Map | Newmarket Web Design by Treestrog Interactive Inc.'

Orders

[Filter](#)
[Export CSV](#)

City or Store Region to

Province Country

December

30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Select Today

[Status](#)
[Approved](#)

Store Name	Order Date	References		Status
Location 1	01/02/2012	Ref One		✓
Location 2	01/02/2012	Ref One	12	•
Location 3	01/02/2012	Ref One	23	✓
Location 4	01/02/2012	Ref One	4	•
Location 5	01/02/2012	Ref One	11	✓
Location 6	01/02/2012	Ref One	21	•
Location 7	01/02/2012	Ref One	12	✓
Location 8	01/02/2012	Ref One	23	•
Location 9	01/02/2012	Ref One	2	✓
Location 10	01/02/2012	Ref One	3	•
Location 11	01/02/2012	Ref One	4	✓
Location 12	01/02/2012	Ref One	32	•

1 2 3 4 5 6 7 8 9 10 ... 20

Product Group

Add To Select a Store

Add To All in Filtered Set

View all orders

Orders filterable by store, region, province, date range

Graphics

Complete detail
view of graphics

The screenshot displays a web application interface for CleanRiver Recycling Solutions, a division of Midpoint International Inc. The page is titled 'Graphics' and features a navigation menu with options: Dashboard, Stores, Users, Orders, Products, and Profile. A 'Log Out' button is located in the top right corner. The main content area includes a sub-menu with 'Overview', 'Specifications', and 'Details' tabs, a language dropdown set to 'English', and a 'Finished' button. The primary heading is 'Complete Back of House Graphic Support System'. Below this, a 'Product Description' section explains that these systems help guide workers to recycle properly by providing maps and posters in the back of the store. The text is followed by three paragraphs of placeholder text. To the right of the text is a large graphic with a dark brown background and the word 'Waste' in white. Below this is another graphic with a blue background and the word 'Recyclables' in white, featuring images of a can, a Pepsi can, a plastic bottle, and a juice bottle, with the text 'Cans · Plastic Bottles' underneath. The footer contains copyright information for 2012, a privacy policy link, a site map link, and a credit to Treefrog Interactive Inc. for newmarket web design.

CleanRiver
RECYCLING SOLUTIONS
A division of Midpoint International Inc.

Tim Hortons

Log Out

Dashboard Stores Users Orders Products Profile

Graphics

Overview Specifications Details English Finished

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 sociis 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 leo 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.

Waste

Recyclables

Cans · Plastic Bottles

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Graphics

[Overview](#)
[Specifications](#)
[Details](#)
[English](#)
[Finished](#)

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Morbi leo 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.

KNOW WHERE TO THROW!



Recycle
Cardboard (Flatboard)
NO Tires • NO Appliances • NO Lightbulbs

Reciclaje
Cartón (planchado)
NO Bateria • NO Residuo de perforación • NO Bombillas

Resikla
Karton papir
PA DEN Fatra • PA DEN plastikk • PA DEN glass

Trash ONLY
NO Cardboard • NO Office Paper • NO Recycling • NO Lightbulbs

Basura SOLAMENTE
NO Carton • NO Papel de oficina • NO Residuo • NO Bombillas

Fatra SĚLMAN
PA DEN Karton • PA DEN Papir ofis • PA DEN Residuo • PA DEN Glass

RECYCLING
SILEX

Thank you for helping to keep our planet clean.
For help with disposal call: Green Planet, Commercial Waste and Waste Management™ at 800.822.2819
For Recycled paper call: Waste Management™ Long Beach at 800.880.5818



Special Events

Overview

Specifications

Details

English

Finished

Complete Program Roll-Out Package

Product Description:

Communication and culture are key to the success of a recycling program. This Complete Program Roll-Out Package comes with hanging graphics, pop-up banners, table tent cards and program specific rulers to help reinforce and draw awareness to the program.

Maecenas faucibus mollis interdum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis 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.

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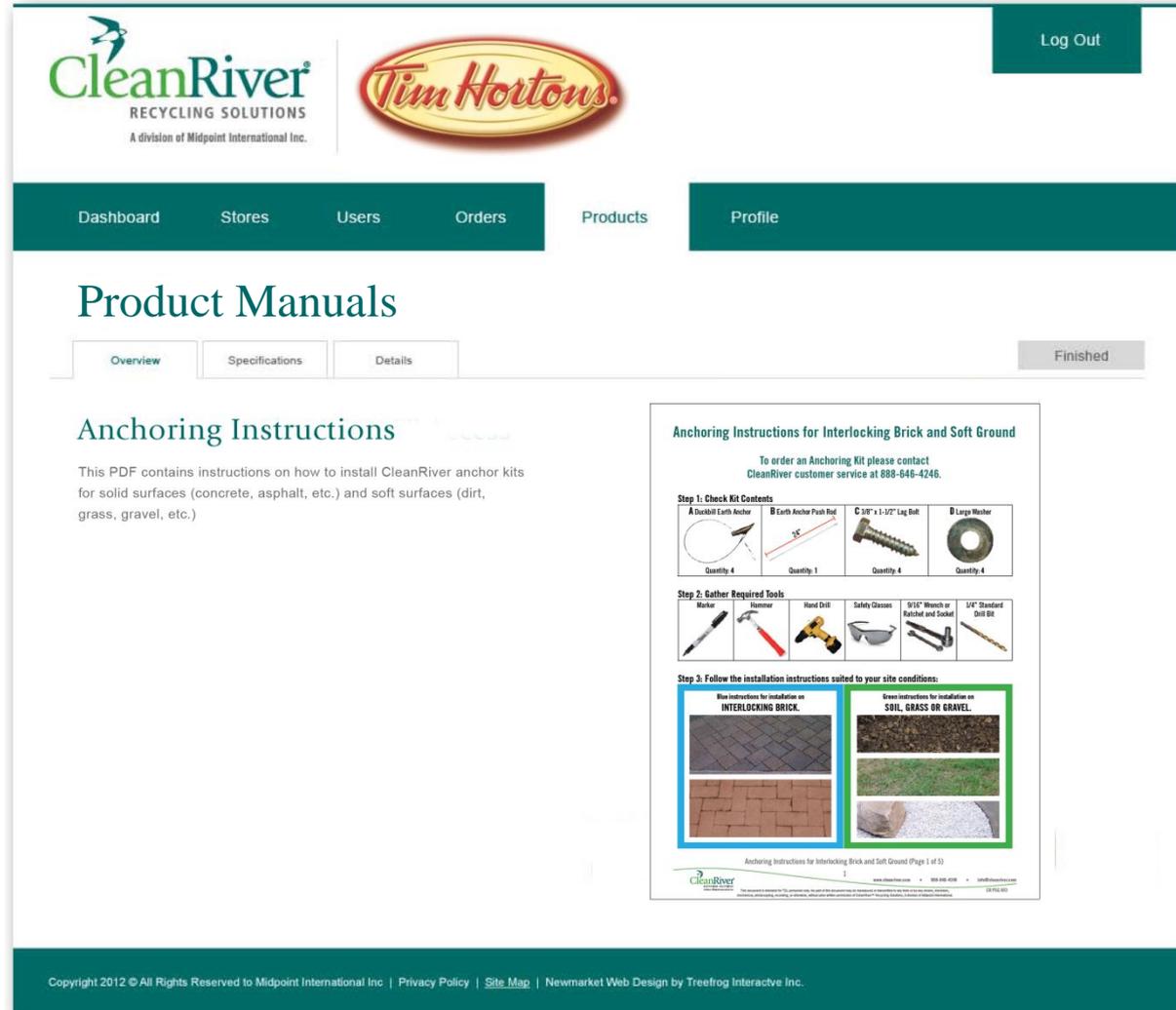


Special Events

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

Product Support Guides

- Maintenance
- Installation
- Anchoring
- Cleaning
- Graphic Replacement



CleanRiver RECYCLING SOLUTIONS
A division of Midpoint International Inc.

Tim Hortons

Log Out

Dashboard Stores Users Orders Products Profile

Product Manuals

Overview Specifications Details Finished

Anchoring Instructions

This PDF contains instructions on how to install CleanRiver anchor kits for solid surfaces (concrete, asphalt, etc.) and soft surfaces (dirt, grass, gravel, etc.)

Anchoring Instructions for Interlocking Brick and Soft Ground

To order an Anchoring Kit please contact CleanRiver customer service at 888-646-4246.

Step 1: Check Kit Contents

A Decidit Earth Anchor Quantity: 4	B Earth Anchor Push Rod Quantity: 1	C 3/8" x 1-1/2" Lag Bolt Quantity: 4	D Large Washer Quantity: 4
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Step 2: Gather Required Tools

Marker	Hammer	Hand Drill	Safety Glasses	5/16" Wrench or Ratchet and Socket	1/4" Standard Drill Bit
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Step 3: Follow the installation instructions suited to your site conditions.

<p>Blue instructions for installation on INTERLOCKING BRICK.</p> 	<p>Green instructions for installation on SOIL, GRASS OR GRAVEL.</p> 
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Anchoring Instructions for Interlocking Brick and Soft Ground (Page 1 of 5)

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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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