



Earth Friendly Moving™

FACT SHEET & BACKGROUNDER

What is It?

EarthFriendlyMoving™ is the country's first comprehensive, zero-waste do-it-yourself (DIY) packing and moving system developed entirely from recyclable trash mined from local landfills. The first significant advancement in packing and moving in more than 200 years, EarthFriendlyMoving gives relocating Americans a revolutionary, eco-friendly alternative to cardboard boxes, petroleum-based bubble wrap, Styrofoam and other environmentally destructive packing and moving supplies.

Signature Innovation

The **RecoPack™ (Recycled Ecological Packing Solution)** is a series of lightweight, stackable moving containers made by EarthFriendlyMoving from recycled plastic waste products like bleach, detergent and oil bottles, and rented to relocating customers for a weekly fee of \$1 each. The company mines these hard-to-recycle waste products from Southern California landfills before sorting, scrubbing, grinding and remolding them into five sizes of RecoPack containers, plus a delivery pallet (known as the "Poopy Pallet") made from 500 recycled baby diapers. Following the move, the containers are picked-up at customers' new homes by EarthFriendlyMoving's fleet of lime green, vegetable oil-powered trucks.

Extra Large	28" x 18" x 20"	Small	14" x 14" x 14"
Large	22" x 16" x 14"	Picture Case	38" x 40" x 12"
Medium	20" x 14" x 12"	Poopy Pallet	48" x 40" x 5"

In addition to the RecoPack, EarthFriendlyMoving manufactures the RecoCube, a biodegradable loose-fill cube made from paper sludge that can be used as fertilizer after the move. The company also expands pre-cut Geami™ packing paper made from recycled paper. In all, EarthFriendlyMoving trucks offer more than 100 other time-, money- and earth-saving packing and moving products for sale or rent.

Founder and President

Spencer Todd Brown, a product designer, eco-entrepreneur and resident of Tustin, Calif.

Date/Place Founded

June 2006 in Huntington Beach.

(more)

Headquarters	<p>EarthFriendlyMoving (A division of Packing Partners™) 17572 Griffin Lane Huntington Beach, CA 92647</p> <p>(888) 900-PACK or (949) 973-MOVE (6683) – orders/reservations (949) 203-2134 – efax (949) 203-6116 – ephone www.earthfriendlymoving.com</p>
Current Operations	<p>EarthFriendlyMoving began operation in Orange County, Calif., in June 2006 as a test market en route to an expected Southern California and national expansion in 2007. To date, the company has helped more than 900 local families move responsibly.</p>
Fees and Costs	<p>\$1 weekly rental rate for each RecoPack container or poopypallet, which translates to less than 15 cents a day. Delivery and pickup fees in the local service area average between \$29 and \$99. (Additional charges apply to residences with stairs, obstacles or those located outside the local service area.)</p>
Available Products	<p>Partial listing of EarthFriendlyMoving and packing products available on its mobile trucks or at www.earthfriendlymoving.com. (Sale and rental prices may change without notice.)</p>
For Sale	<ul style="list-style-type: none">• Recycled post-consumer packing paper – \$25• Corn-based packing tape – \$5.99• Made-to-order Geami™ packing paper – priced per foot• Moving grip gloves – \$12.99• 20+ eco-friendly cleaning supplies – \$3.99 to \$12.99• Small-item bags, labels and zip-ties – \$3.99 and up• New-home celebration kits – \$19 to \$99• Bath and body rejuvenation kits – \$19 to \$69• Road-trip games and activities – \$6.99 to \$29.99• Stereo equipment connector stickers – \$5.99• Flats of energy water and power bars – \$19 to \$39
For Rent	<ul style="list-style-type: none">• Assorted dollies, hand trucks, clothing racks – \$20/week• Set of three bedding pillow sacks – \$10/week• Bed bags with carrying straps – \$15/week• Set of two door-jam protectors – \$15/week• Portable DVD players or stereos – \$20/week• Set of four walkie-talkies – \$15/week• Cremation caskets – \$50/month• Set of two handheld GPS units – \$40/week• GPS dog trackers – \$50/month• Six sizes of pet transporters – \$50/month• Furniture assembly tool kits – \$20/week• Garage sale tables and chairs – \$50/month• Back and knee braces – \$25/week

Why the Need?

America is a country on the move. One fifth of all Americans – 20 percent of the U.S. population – move residences annually. That means that the average U.S. resident will move a total of 16 times in their lifetime – about once every five years.

America hasn't changed the way it moves in 233 years.

Concurrent with Americans' increasing mobility is a moving and packing industry that hasn't changed significantly since the 1770s. We as a country pride ourselves on our ingenuity, resourcefulness and efficiency, but we still use many of the same archaic, environmentally disastrous packing and moving practices – cardboard boxes, petroleum-based bubble wrap and Styrofoam – we have for decades.

The way America moves is simply bad for the earth. We're cutting down too many trees and burning too much fossil fuel to feed our demand for disposable cardboard boxes and bubble wrap used to pack and move our belongings. And, since most Americans simply toss out these materials after they unpack, our landfills are becoming seriously overburdened. According to the Energy Information Administration (EIA), the waste produced in this country has more than doubled over the past 30 years, from 88 million tons in 1960 to 236 million tons in 2003.

The moving and packing market is large and continues to grow. Americans spend approximately \$10 billion on moving and packing services and supplies annually according to the American Moving and Storage Association (AMSA).

Five Simple Moving Steps

EarthFriendlyMoving has developed a five-step process to help relocating customers save time, money and the Earth:

- 1. Families planning a move contact EarthFriendlyMoving.**
In many cases, EarthFriendlyMoving works with residential real estate agents and brokers in the area who refer the company to their clients, and even include EarthFriendlyMoving's innovative moving and packing resources in their new-business materials as a listing incentive for clients.
- 2. EarthFriendlyMoving helps customers compute the RecoPacks and other supplies they'll need to complete their move.** Company reps referred to by Brown as "eco-agents" arrive in lime-green, vegetable oil-powered Mercedes-Benz sedans to offer five sizes of RecoPacks – picture case, small, medium, large and extra large – plus more than 100 other time-, money- and earth-saving packing and moving products for the DIY packer and mover.

3. **EarthFriendlyMoving delivers the RecoPacks and other supplies 7-10 days before the move.** The company uses vegetable oil-powered trucks and charges a weekly rental fee of \$1 for each RecoPack container, plus \$29 to \$99 for delivery and pickup, payable at the time of delivery.
4. **The customer packs and moves the RecoPacks to his/her new home, unpacks, and stacks them in the garage.**
5. **EarthFriendlyMoving picks up the RecoPacks at the customers' new home.** After pickup, each RecoPack is cleaned and made available for other customers. In some cases, EarthFriendlyMoving distributes money- and time-saving coupons good at stores, restaurants and other businesses in the customer's new neighborhood, which also helps new residents get acclimated to their new neighborhoods.

Earth Savings

For every 100 RecoPack containers it rents, EarthFriendlyMoving eliminates an average of 256 pounds of trash destined for the landfills, which translates into 7,400 plastic bottles, 600 used diapers, 83 pounds of paper, 64 pounds of carbon dioxide and 13 pounds of hydrocarbons in the atmosphere. These 100 RecoPacks also prevent three healthy green trees from being destroyed. Overall, families that move with RecoPacks make a substantially smaller environmental impact than those who simply recycle their trash.

Time Savings

Without the need for cardboard box shopping, vehicle loading and unloading, assembly, taping, breakdown and disposal, customers using the EarthFriendlyMoving RecoPacks save an average of 37 hours during their move, based on a 1,500-square-foot, 3-bedroom, 2-bath residence.

Money Savings

EarthFriendlyMoving customers save an estimated 50 percent of the cost of cardboard boxes and other packing products, and gas and auto depreciation costs associated with shopping. Renting for \$1 a week, each RecoPacks costs less than 15 cents a day. The company also sells discounted supplies right off the truck

Total Corporate Commitment

EarthFriendlyMoving strives to operate the most environmentally responsible operation possible:

- All vegetable oil-powered EarthFriendlyMoving delivery trucks are equipped with specially designed alternators that extract incremental engine power and store it in recycled deep-cell batteries. This power is then converted from DC to AC to power onboard Geami™ machines that produce recycled honeycomb packing paper for each customer household.

- The company's 12 lime-green diesel Mercedes-Benz 300SD – called "green machines" – have been converted to run on new and recycled vegetable oil that the company collects from Orange County restaurants and food-processing plants.
- All EarthFriendlyMoving sales and collateral materials are printed with non-toxic, soy-based inks on 100-percent post-consumer waste fiber manufactured with alternative wind power and certified by Green Seal® and the Rainforest Alliance's SmartWood program to meet Forest Stewardship Council (FSC) standards.

**A New Tree After
Every Move**

To complete the total environmental cycle and uphold the four r's of environmentalism (replace, reuse, recycle and replenish), EarthFriendlyMoving plants a new tree for every customer household who moves with at least 100 RecoPacks. To date, the company has planted 900 trees in Seal Beach and elsewhere for its inaugural Orange County customers. Brown's ultimate goal is to plant 1 million trees – with Santa Ana and Long Beach on the list of future tree-planting cities.

Media Contact

For media materials or high-res art, go to www.earthfriendlymoving.com.

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