

## PRODUCT DESCRIPTION

Everlast Rubber Mulch is made from 100% recycled tires; primarily steel belted passenger tires and some truck tires. Everlast Rubber Mulch is sold in **two** grades. Everlast Mulch is 98% steel free and Everlast Kids is 99.99% steel free.

We have the ability to color 30 tons an hour and the ability to bag 100 tons per shift making our operation the largest in the U.S. We have inventory capacity of 2000+ pallets and over 1400 yards of bulk material. We currently have two production facilities; Hudson, Florida and Liverpool, PA. Our FL operation covers approximately 5 acres. We own the rights to our colorant formulas and have designed our own processing equipment. Our systems are unique in that we bake the color on at 500 degrees.

1) **Everlast Mulch** is designed for general landscape usage. Our coloring equipment has magnets in front of the mixers to pull the pieces with wire out...however, we can not guarantee that 100% of the wire has been removed. What is left is inconsequential and barely noticeable but this material is not intended for playground or bare-foot applications. The wire referred to has the diameter of a paper staple or fishing line. In most climates the steel will disintegrate in the first year. The mulch is in nugget form. The pieces range from approximately 1 ¼" wide 1 ¼" long and ¾" thick in the largest particles and approximately ½" x ½" x ½" in the smallest. The material lays very well in the bed and looks very natural. This blend of rubber stays in place during heavy rains and wind. It will not wash, float, or blow away. Gas or electric leaf blowers can be used to remove dry debris except for pine needles. Pine needles are very difficult to remove and we recommend using the southern cypress color if pine needles are an issue, as they will blend with the mulch very well. ***We do not use shreds or buffings as they are prone to wash and blow.***

Everlast Mulch applied at 2" depth will prevent 95% of new weed growth. The rubber does not kill anything but does prevent airborne weed seed from reaching the soil. The seed gets trapped in the mulch and dehydrates before it reaches the soil. The surface of the rubber, especially in the summer, will get quite warm. This helps to dehydrate the weed seed. **It is very important to remember that rubber is an insulator; therefore, the soil temperature is maintained within 2-3 degrees of soil covered with organic mulch.** The warm and cool zone created helps keep the moisture in the ground as it condenses on the bottom layer of the mulch before evaporating into the air. 2" depth is necessary to keep the weed seed from reaching the soil too soon. Weed block fabrics are not necessary and actually counteract the benefits of the mulch.

**Everlast Kids** is an entirely different product from our mulch. The material looks like pea gravel and is 1/4" to 3/8" in size. The rubber is ground smaller to insure that 100% of the steel has been cut out of the rubber. The smaller particle size allows the magnets to lift any particles with steel imbedded inside. The coverage rates are different between the two products. The rubber acts as a cushion for children when they fall. Each state has different conditions that must be met for commercial applications. A general rule of thumb is 3" for the average home swing set, 4" for most commercial day care centers, and 6" for governmental installations. The insurance company will often determine the requirements for commercial applications. ***When ordering always be sure to specify which product you would like to receive.***

## **2) COLORS**

We produce 8 standard colors for both product lines. Cedar Red, Mocha Brown (dark chocolate), Southern cypress (golden brown), Granite Gray, Black Onyx (jet black), Natural Black (black and white whole ground tire), Turf Green, and Ocean Blue.

The colorants we use are proprietary and we also sell our colorant to other rubber mulch manufacturers in the U.S. and abroad. The colorant is water based, automotive grade pigments, specialty binders, and extra brighteners. All colorants are non-toxic, baked on (no bleed), and extremely durable. We provide a 5-year written warranty and expect that the average customer will see 5 years of attractive color in the South. Northern climates will see 7 years of “good” life due to lower heat and humidity in their region. Beware of 10-20 year guarantees against “total color loss” as your customers may be surprised to find out that 10 years from now their warranty means nothing...one speck of color and the manufacturer will be off the hook. The primary threat to colored rubber is the rubber itself...heat and humidity allow the rubber to attack the colorant. With solid colorant coverage and the proper chemistry we can manufacture a great product but not all manufacturers have invested in technology as we have...many are new to the market as well.

We continually test new formulations (currently at formula # 197) in an effort to provide the most cost effective and durable colorant available. The primary issue with colored rubber is the fact that the rubber was sulphur cured (vulcanized) and the trace sulphur is reactive to heat and humidity.

## **3) PACKAGING**

Everlast Mulch and Everlast Kids are packaged in multi colored bags. The bags are approximately 20” wide and 30” long with a 5” or 6” bottom gusset, vented, non-slip and UV protected. The bags will stay saleable in the south for 3-4 months if left in the sun. Our pallets are wrapped with very strong shrink-wrap, slip sheets, and pallet covers, as well as an 18” wide banner wrap on the bottom. They are shipped very neat and straight. They will show very well at your store.

Bags are packaged according to the latest N.I.S.T. guidelines by volume. 1.15 cubic foot bags that weigh on average 30 lbs. Everlast mulch will cover 7-7.5 sq. ft. at an exact 2” depth. Our pallets are 40” x 48” and approximately 5 ½’ tall. Each pallet (skid) weighs approximately 1960 lbs.

## **4) FREIGHT**

90% of our freight is shipped via commercial carrier. Within the state of Florida we are able to deliver using forklift equipped trucks. We can ship on a truck that you send, or we can use one of our carriers. We do not surcharge freight and move over 50,000,000 lbs of rubber annually; you will generally find that the rates we provide are very competitive. We can ship material on an enclosed trailer (van) up to 22 pallets. This is the least expensive method but requires you to move the pallets to the back of the truck with a pallet jack and offload with a forklift. We can ship on a flatbed. You can offload the truck with one person and a forklift. We can ship on a LTL

carrier (less than full load). We can ship bulk material up to 60 yards per truck on either a walking floor (live bottom) or frameless dump. Bulk rates are higher due to the specialized trailer. We can ship two colors on a walking floor truck; half on the front and half in the back with very little mixing of the two colors.

#### 5) MINIMUMS

We only ask that you order in full pallet quantities. One color per pallet. Less than full pallet orders will be gladly filled at a wholesale rate (25% off of m.s.r.p.).

#### 6) ORDERING

We strive to have the fastest turn around time in the industry. **All orders must be faxed and confirmed to be scheduled.** To insure you receive what you need (mulch or playground) no verbal orders will be accepted. Please make sure your order is complete. Changing your order will result in longer shipping times. In order to maintain solid relationships with our freight providers we request that you provide us with detailed driving directions to your location. **If your business is in Florida or Pennsylvania you must provide us with a Florida Resale Certificate to not be taxed.** Out of state customers are sales tax exempt.

#### 7) PAYMENT TERMS

All first time orders are prepaid. We do have the ability to grant you 30 day terms once a fully completed credit application and personal guarantee have been provided. If you do not provide a personal guarantee and your credit is approved you will only be allowed **one** open invoice. If your account goes over 30 days you will be charged an annual finance charge of 18%. We pay your freight bill when the order ships. Past due account status will also negate any territory consideration we have granted.

#### 8) FREIGHT CLAIMS/RETURNS

We maintain a strict quality control program. When your freight is loaded any damaged bags will be noted if not corrected by adding bags to the pallet. If your freight has experienced damage in transit you **must** make note of it on the bill of lading when you unload. Please call the office immediately. We are not responsible for damage to goods done when unloading. You are welcome to return goods to us. The material must be in saleable condition. Return freight is your responsibility. We will charge a 25% restocking fee as well.

#### 9) ADVERTISING CO-OP

We started as independent retailers and to this day run a retail nursery. We sell over \$650,000 worth of Everlast Rubber Mulch **RETAIL** every year to the 3 counties surrounding us. We are able to sell so much due to advertising. We run "BUY 10 GET ONE FREE" ads periodically to bring in new customers and the method works very well.

If you will run a coupon we will co-op one pallet for you to give away. Limit one pallet per month and you must buy 10 skids at a time. The ad must contain our logo and website. The ad

must run before you submit your request and your account must be current.

In short, if you will buy 10 skids and run an ad we will give you the 11<sup>th</sup> pallet. You must pay the freight and provide a copy of ad including name and phone # of the publication.

#### **9) POINT OF SALE MATERIALS**

We have a complete line of point of sale materials. Full color brochures, banners, display signs, and others. Depending on your volume we will provide material at little or no cost. We use black and white brochures at our store which you will find on this website. Full color brochures are 50% off the production cost.

Overall, the staff of Rubber Resources would like to take this opportunity to welcome you on board. We strive to provide some of the most profitable products in the Lawn & Garden Industry. We hope that this information is both educational and exciting. We are hoping you have questions and look forward to learning about your business and how we can all grow together. Our products perform as advertised, are a product of customer feedback, and are affordably priced. Our staff is dedicated to producing the most consistent and highest quality products found in the market today. Your input will help further our evolution.

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