

How to Effectively Market Materials

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Environmental Innovation for Responsible Brands

Better Resources

Bringing your
program to its full
potential

Heritage's broad and deep
resource bench continually
works to keep byproducts
out of the ground on the
journey to zero waste.



FOR YOU

Financially
Environmentally
Operationally

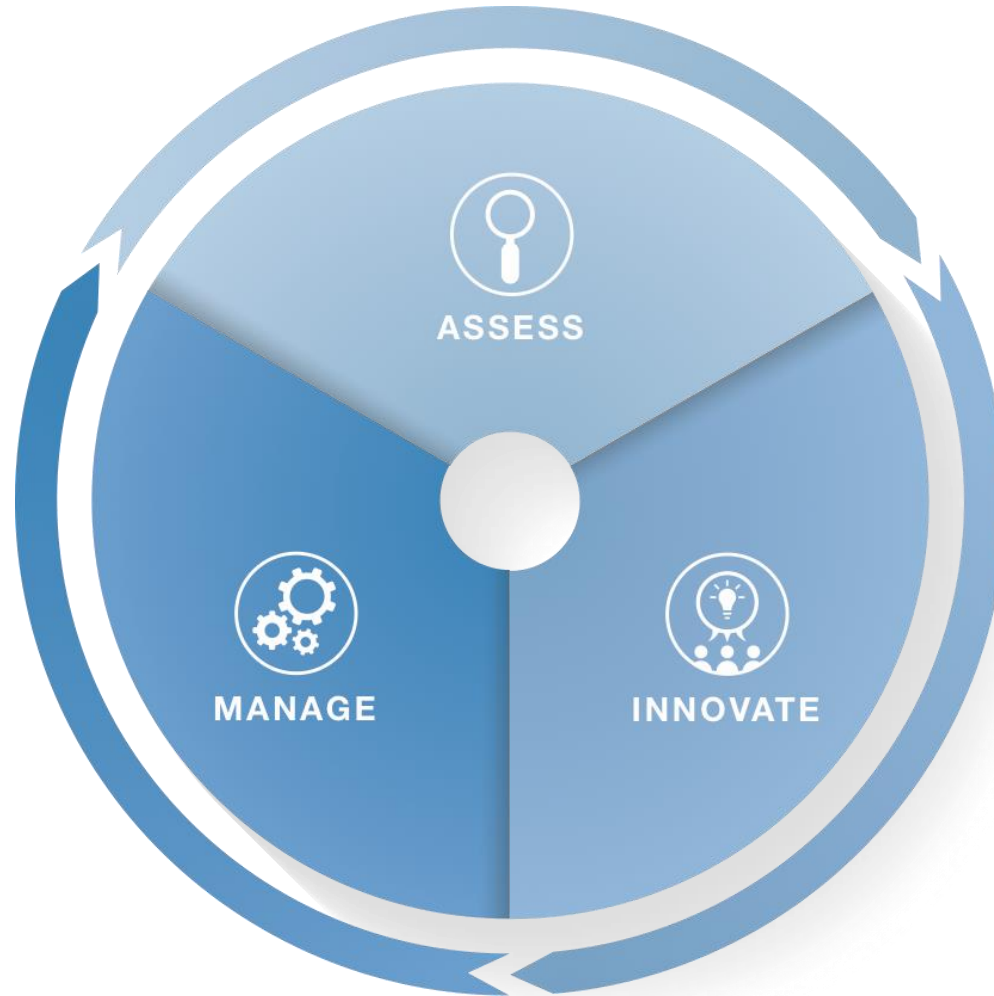
Sustainable

HOW WE'LL DO IT

Phase III Manage

Continuous Improvement

- ◉ Process Controls
- ◉ Upstream Modifications
- ◉ Marketing Materials of Value
- ◉ Capital Improvements



Phase I Assess

Data Collection

- ◉ Data Collection, Assessment & Study
- ◉ Management of Services
- ◉ Vendor Consolidation (as needed)

Phase II Innovate

Service Level Review

- ◉ Logistical Improvements
- ◉ Waste Minimization Opportunities
- ◉ Recycling Programs
- ◉ R&D Initiatives

Better SOLUTIONS



Manufacture from a
Position of Integrity

Reach the highest level of
sustainability, competitiveness and
profitable impact on wastestream
handling.

Proven
IMPACT



46

Years and counting of steady corporate ownership and growth

150+

Environmental awards in the past 4 decades

2X

U.S. EPA SmartWay Excellence Award

5 Years

Steady growth in ratings from the global Carbon Disclosure Project



4

Generations of family management

87+

Years of entrepreneurial pursuits, launched in 1930

7,000+

Employees

\$8 Billion

Annual Revenues

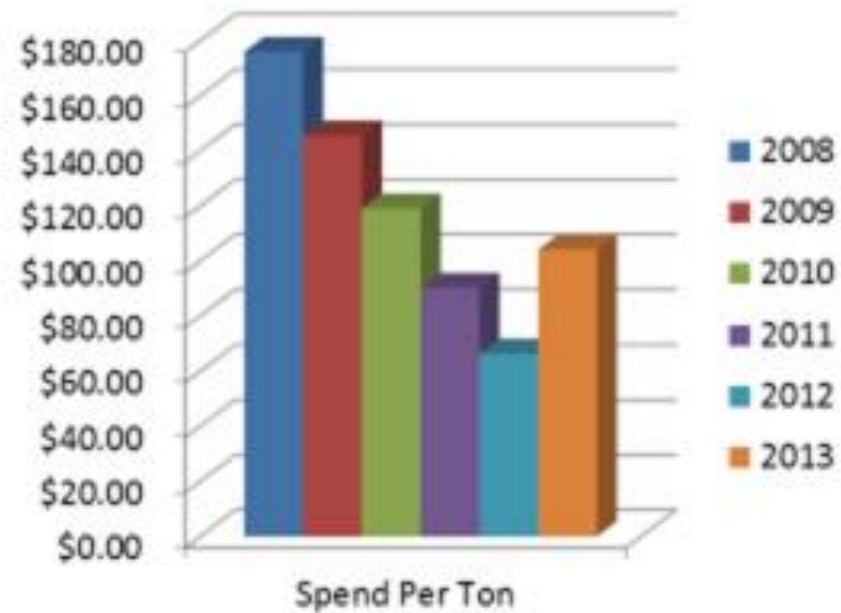
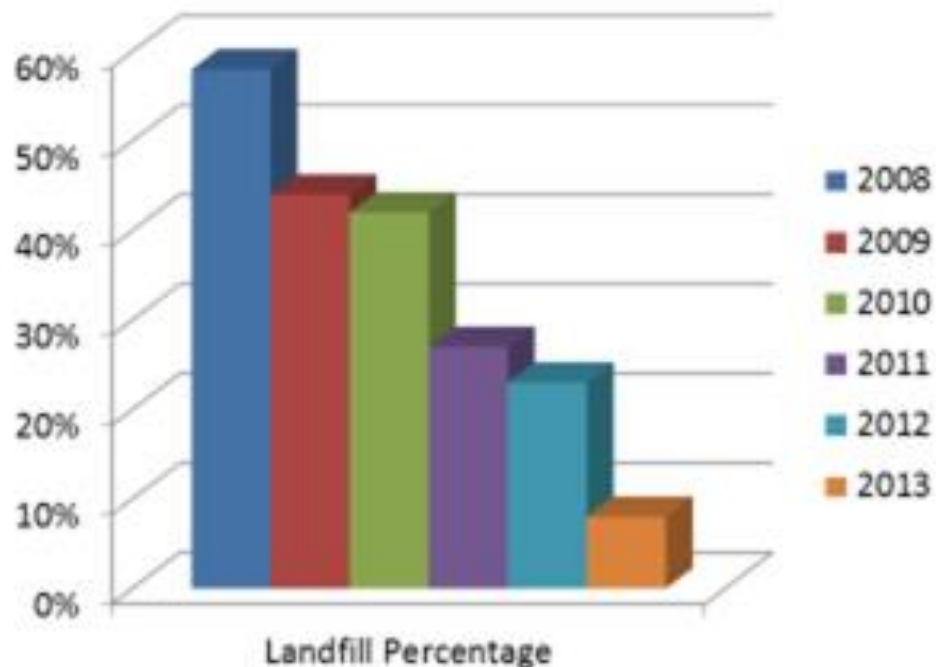
Proven IMPACT



Keys to Success

- Know the generators/customers goals and expectations
 - Short term -vs- long term

Ball Corporation

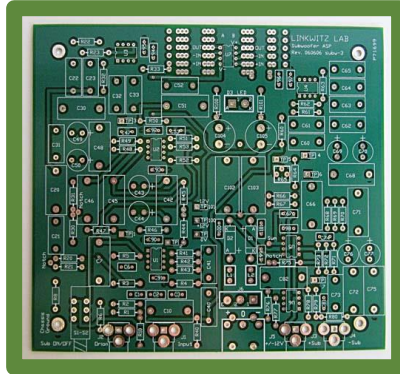




Keys to Success

- Know the generators/customers goals and expectations
 - Short term -vs- long term
- Understand the market
 - Geographical limitations
 - Technological limitations

Micronutrients



Copper Etchant from Printed Circuit Boards

- Formerly a hazardous waste by-product



Tribasic Copper Chloride (TBCC)

- Patented Heritage process reformulates the waste into TBCC



Animal Mineral Supplement

- Faster growth with fewer antibiotics
- Foundation for Micronutrients, a Heritage Group company

Proven IMPACT

Recycled Pavement Designs



Steel Slag



Asphalt



High-Friction
Asphalt

-
- Quicker Stopping
 - 49% Higher Friction



Keys to Success

- Know the generators/customers goals and expectations
 - Short term -vs- long term
- Understand the market
 - Geographical limitations
 - Technological limitations
- Extracting commodity value
 - Input vs output
 - Don't let the "Green Sword" affect your business

Internal Waste Tracking – Best Practice

THE CHALLENGE

The customer was a large facility, housing many operations in one complex. While data was available for the by-products generated by the complex as a whole, there was no visibility to the impact that each operation had on the environmental program.

Without visibility, it was impossible to effectively allocate costs/rebates of the program, let alone measure the successes or opportunities of the program – which is essential for cultivating a culture within the group of associates.



PROJECT IMPACT

Reduction of wastes from
459lbs per unit to less than
245lbs per unit

Better VISIBILITY

Heritage developed a system of tracking each waste collection point within each operation. Data was available on each waste stream at the exact location of collection, as well as the amount generated at each station.

- Accurate maintenance of collection and staging areas
- Measurable and auditable data for planning and budgeting purposes
- Each associate/team recognizes progress

Better RESOURCES

Utilizing best practices developed from their hazardous drum handling operations and processes developed onsite, Heritage evolved an analog system into a digital platform. Barcodes, scanners, scales, and a custom-built database provide the perfect union of speed and accuracy for the associate performing the work and the management analyzing it.

Each part of the process was looked at individually and then reviewed to ensure seamless cooperation throughout the system

Proven IMPACT

Each associate – from the operations manager to each lineside team member – can see the impact that their station has on the environmental program. This program also illustrates fluctuations in daily waste pickups, allowing for swifter response to issues.

- Waste minimization within the areas
- Improved sorting and allocation of rebates/costs
- Upstream accountability

This tracking led to excitement within the work groups. It allowed for healthy competition and increased accountability, as well as the ability to recognize superior performance and devote appropriate resources to areas of opportunity.

Proven IMPACT



Keys to Success

- **Know the generators/customers goals and expectations**
 - Short term -vs- long term
 - 5R Management
- **Understand the market**
 - Geographical limitations
 - Technological limitations
- **Extracting commodity value**
 - Input vs output
 - Don't let the "Green Sword" affect your business
- **Be contractually incentivized**

We Share The Gains We Create

WIN - WIN - WIN