



## 100% Reclamation, 100% Sustainability

The Green Box process reclaims 100% of waste that we take in. Because every facility produces and uses its own energy, our facilities are completely sustainable. The Green Box process leaves no unused waste, effluent water damage, or air emissions. This allows us to guarantee that nothing goes to landfills, the water table, or the atmosphere. We also protect the water table by reducing the organic waste stream going to landfills.

Sustainability will always be our top priority, because corporate social responsibility is an integral part of our corporate culture. It is reflected in our day-to-day activities as we focus on making a positive impact. We are conscientious in all aspects of business practices with special consideration for our environment, economy, and society. At Green Box, we concentrate on continual progress in the areas of Sustainability, Social Responsibility, and Internal Operations.

## Green Box Environmental Biography

Green Box is changing the world of recycling through innovative waste-stream processing technologies. What differentiates us is that we are able to recycle **food-contaminated** waste to create tissue products, oil, diesel, ethanol compressed syngas, synthetic fuels, sugars, biochar

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Environmentally Friendly Tissue NOW Available! February 19th, 2015



Green Box Environmental Biography February 20th, 2015



Green Box Social

soil enhancement material, paper cups, and electricity.

Our commitment to environmental stewardship has allowed us to turn 100% reclamation of organics and food-contaminated waste streams from dream to reality. We are proud to say that Green Box is the first and only company in the industry to do so.

Envision an FDA-approved process that transforms a ketchup-stained napkin into a new napkin, used paper cups into new paper cups, and even discarded tires into new tire carbon black, steel, and pyro oil. That is what we do. Our process eliminates 99.5% of bacteria, odors, and germs while creating sustainable and sanitary new products from post-consumer waste.

We accomplish the entire post-consumer process with zero waste water discharge, zero landfill requirement, and zero incineration of waste material. Every Green Box location has the reclamation capacity of 740 tons per day of food contaminated waste streams, effectively reducing landfill use by 22.7 million cubic feet **every year!**

## Profile

February 20th,  
2015

## Green Box Social Profile

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### Here at Green Box NA, we ...

- Reclaim 100% of waste taken in without any damage to the water table or atmosphere
- Produce and use our own energy at every facility to save over 1.1 *million* trees each year
- Eliminate 175 thousand tons, or 22.7 million cubic feet, per year of organic waste stream from landfills
- Eliminate bird and insect-transferred plastics from our water ways, rivers, and oceans
- Eliminates 99.5% of bacteria, odors, and germs
- Eliminate poisonous gases and bird/insect-carried diseases

- Improve personal hygiene with FDA-approved, 100% post-consumer tissue products
- Reflect corporate social responsibility in our day to day activities
- Seek for ways to make positive ecological, economic, and social impacts for now and future generations
- Focus on Sustainability, Social Responsibility, and Environmental Stewardship

**Green Box is doing our part in creating a circular economy,**

**creating a greener and sustainable future for everyone.**

## Meet Our Team

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**Ron Van Den Heuvel**  
Chairman, Green Box NA,  
LLC

Mr. Van Den Heuvel has founded several companies and has developed technology in the tissue products, alternative energy and recycled pulp industry. He brings over 30 years of tissue, alternative energy and recycled pulp manufacturing experience including construction,



**Daniel Platkowski**  
Director of Engineering

Daniel Platkowski has over 30 years of experience in the tissue industry. Mr. Platkowski is the President and founder of Pine Ridge Engineering, Inc. Prior to Pine Ridge Engineering, Platkowski worked for Fort Howard Corporation and as a result of the merger, Fort James Corporation for 25 years, where he held th

product development, process optimizations, and technology development. Most recently, Mr. Van Den Heuvel formed the companies Green Box NA, LLC and Green Box, LLC. Green Box's strengths and point of differentiation in the market place is that it produces the most environmentally friendly recycled pulp for tissue and cup products made with 100% Post Consumer recycled materials. The Green Box Group has received FDA approval to produce 100% Post-Consumer recycled pulpfiber suitable for food contact use of recycled paper cup content up to 40% for hot and cold beverage containers.

position of, Senior Vice President of Manufacturing. Platkowski joined Fort Howard in 1974 as a project engineer. In subsequent years, he was promoted to manufacturing positions of increasing responsibility, including Paper Machine Superintendent, Director of Paper Manufacturing and Mill Services, and later Vice President of Manufacturing, Human Resources and Safety.



**Pete Fernandez**  
VP Sales & Marketing

Mr. Pete Fernandez, who is fluent in Spanish, has been Vice President of Sales and Marketing for over 25 years for companies such as Bacardi USA, Cruzan, Ltd. and Incubrand Spirits Group. During his tenure at Bacardi,



**Stephen Smith**  
Board Member

Stephen Smith is the President and Chief Executive Officer of GlenArbor Partners Inc, an investment advisory firm. Prior to his current role, Mr. Smith co-founded Bryanston Realty Partners LLC in 2004

and Cruzan he was instrumental in creating and running special events throughout the country. His unique and innovative sales and marketing technique allowed him to build relationships in the liquor industry that lasted the duration of his career. With his excellent reputation with all the top distributors around



the industry, building brands to the point of acquisition.

with two other partners and served as a Principal and it's Chief Operating Officer until 2011. Over that period the firm invested in the acquisition of numerous retailers including Mervyn's, Albertson's, ShopKo and Marsh Supermarkets. Prior to co-forming Bryanston in 2004, Mr. Smith was a Managing Director of LaSalle

Investment Management, a member of LaSalle's Global Management and

Investment Strategy  
Committee and an E.A.R.T.H. International Director of its parent Jones Lang LaSalle, Inc. (NYSE:JLL). He received an M.B.A. in Finance and Accounting from Northwestern University's J.L. Kellogg Graduate School of Management in Evanston, IL and an A.B. in Economics from Brown University in Providence, Rhode Island.

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**Simon Ahn**  
Board Member

Simon Ahn is an attorney and has been managing partner and counsel for the law firm of Ahn &



**Lee Reisinger**  
CEO, EARTH

President and founder of ReiTech Inc., a strategic consulting and project management firm. He was

Associates, LLC since 1996. He specializes in commercial real estate development and transactions, business immigration and international business law. Simon has personally negotiated and successfully transacted more than 2000 business and real estate transactions. Simon most recently has been working on next generation green energy technologies and he is the owner and CEO of Green Detroit Regional Center as well as Managing Partner for all SMS Investment Group, LLC's. He graduated with B.A. from the University of Chicago and attended Hofstra University School of Law with a full three year academic scholarship.

Director of Paper Engineering for the Procter & Gamble Company and has over 40 years in the pulp & paper sector. He led P&G's Bounty paper towel business and commercialized the belt technology that made their business very profitable. He managed the design, construction and startup of a new diapers plant in Japan, a Duncan Hines Cookie plant in the US, and paper machines in Europe and North America.

Subsequently, as a principal of a consulting and engineering firm, and then his own firm, he has led process development and strategic studies for several Fortune 200 companies in pulp and paper and has consulted on billion-dollar acquisitions.



**David Popejoy**  
Board Member

Bachelor of Science degrees in Mechanical Engineering and Bio-Engineering with a Minor in the Krannert School of Management, all from Purdue University. He is also a graduate from the Six



**Philip J. Reinhart**  
Director of Human Resources

Mr. Philip J. Reinhart joined Green Box NA in 2007 as Director of Human Resources. Prior to joining Green Box NA, Mr. Reinhart has experience with Sales

Sigma and ISO 9000 courses at the University of Tennessee. He has over 25 years of professional experience working for Procter & Gamble Co. and Weyerhaeuser Co. in roles of increasing responsibility in manufacturing, sales, brand management, and general management. He has also been directly involved in private equity placement, restructuring projects, and new business start ups. More recently he started his own consulting company, Summit Peaks Inc., and joined Titan Wood Limited in the role of Executive Vice President-Sales and Marketing.

and Operations, Strategic Planning and Human Resources including 18 years with Foot Locker, Inc. in both US Operations and with the international expansion of Foot Locker worldwide. His last position at Foot Locker was as Managing Director of Foot Locker Canada. Mr. Reinhart has a proven record of grant writing and working with the Economic Development Corporations throughout the United States.

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