



NEWS RELEASE

For Immediate Release

News for the Recycling Industry

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Eriez® Takes "Going Green" to a New Level with Wildflower Seed Infused Recycling Equipment Brochure



B-100

Erie, Pa. — Customers who request Eriez' new "Products for the Recycling Industry" brochure will not only learn how the company's equipment improves profits and protects the environment, but can put the pamphlet to eco-friendly use after reading it. Charlie Ingram, Vice President of Sales and Marketing, explains, "This new four-color brochure, produced utilizing an innovative printing technology, is embedded with wildflower seeds and turns into a small bio-degradable planter."

Customers are instructed to soak the brochure in water overnight, and then cover the brochure with a thin layer of soil outside. Keeping the brochure moist will help the embedded seedlings germinate until the wildflowers start to sprout and eventually reach their full size.

"Products for the Recycling Industry" brochure (B-100) features a few examples of Eriez' wide array of recycling equipment, which is designed for the most efficient and economical processing of municipal solid waste, comingled recyclables, shredded automobiles, electronic scrap, glass cullet, plastic (PET), foundry sand and many other resource recovery operations. It highlights Eriez' new P-Rex® Scrap Drums, ProSort II Airless Metal Recovery Systems, FinesSort® Metal Recovery Systems and TotalSort™ Metal Recovery Systems.

"As a company, Eriez has embraced an environmentally-friendly mindset in all we do," says Ingram. "This brochure is a perfect way to promote equipment that reduces waste in a format that does just that."

To request a free copy of the new seed infused "Products for the Recycling Industry" brochure, contact Eriez toll-free at 888-300-ERIEZ (3743) or send an e-mail to eriez@eriez.com.

Eriez is recognized as world authority in advanced technology for magnetic, vibratory and inspection applications. The company's magnetic lift and separation, metal detection, x-ray, materials feeding, screening, conveying and controlling equipment have application in the process, metalworking, packaging, recycling, mining, aggregate and textile industries. Eriez manufactures and markets these products through 12 international facilities located on six continents. For more information, call toll-free (888) 300-ERIEZ (3743) within the U.S. and Canada. For online users, visit www.eriez.com or send e-mail to eriez@eriez.com. Eriez World Headquarters is located at 2200 Asbury Road, Erie, PA 16506.

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