

RedPost inc. Partners with Indiana Companies to Launch Local Recycling Initiative

GOSHEN, Ind. -- RedPost Inc., a startup software company, is partnering with two Indiana companies to launch RedPost/Recycle, a recycling collection center for multiple types of waste. RedPost started the program, which will collect foam, electronics, CDs/DVDs and rechargeable batteries, among other things, because there were no other local options for recycling these materials.

"We generate a lot of waste from our electronics assembly. We're working to meet Cradle to Cradle design standards, and one of our early goals is to send as little waste to the landfill as possible," says RedPost founder and CEO Eric Kanagy. "There aren't other options for more than cardboard, bottles, and cans, so we decided to build our own recycling center."

Kanagy founded RedPost in February of 2007 with a strong set of core values, including environmental stewardship and community partnership. With their recycling collection center, RedPost combines these two values, making the recycling service available to the whole community. "We figured we'd offer the service to others because it doesn't cost us much and it's simply not available locally."

RedPost has partnered with EFP Corp. (Elkhart, Ind.) to accept expanded polystyrene foam (also known as Styrofoam™) and with Chesapeake Recycling (Winamac, Ind.) to accept end-of-life electronics at RedPost World Headquarters, 211 South Fifth Street, in Goshen.

EFP Corporation, a member of the Elkhart County business community for over 50 years, uses state of the art recycling equipment to insure consistent quality, integrating the recycled foam in several of their molded foam products. "We support recycling not only because we live in the community, but because it is simply a good business practice," says Mike Martin, EFP Corp. Operations Manager. "Our ability to recycle EPS is important because it creates business opportunities that would not be available to us without the ability to recycle. The long term benefits of recycling are the same as any other material that is recycled - it keeps the product out of our landfills and makes more complete use of the resource."

Chesapeake Recycling handles electronic scrap, also called e-waste, which, unless properly recycled, is classified as hazardous waste; lead, mercury, lithium and cadmium make up just some of the toxic elements that are found in virtually all electronics. If put into a landfill, these toxic elements will eventually find their way into the local water supply. "When you consider the toxins that are contained in our electronics, it becomes ever more important to keep this material from going into our landfills," says Ed Shank, Chesapeake's Vice President of Operations. "We break the material down into base components and separate these based on metals and plastics content. These are then sent to different facilities so the material can be reused."

RedPost is coordinating with local businesses to collect their waste foam and electronics as well. Town and Country Appliance and The Electric Brew, both located on Main Street in Goshen, generate waste foam from used packaging, in the forms of refrigerator lining and food supplies, respectively.

Hannah Livengood, a barista at The Electric Brew, drops off foam at RedPost/Recycle about once a week. "I recycle as much as I can, sometimes running to Elkhart to drop off items I can't recycle here in Goshen. It's nice to know that other people and companies care about this sort of effort."

About RedPost/Recycle:

Hours: Monday - Friday, 10 a.m. - 5 p.m.
Closed on major holidays
574-971-4753
recycle@theredpost.com
<http://theredpost.com/recycle>

Accepted materials: poly-styrene (Styrofoam), CRT/LCD monitors, computers, servers, laptops, keyboards, mice, cables, circuit boards, phones, TVs, VCRs, DVD players, printers, cell phones, copiers, video games, UPS backups, disks, CDs, DVDs, audio/video/VHS/any other sort of tapes, game cartridges, hard drives, printer cartridges, rechargeable batteries, battery chargers & cables, plastic bags

Fees apply for CRT/LCD monitors, laptops, TVs, floor copiers, large servers, and UPS backups

About the Companies:

RedPost inc. is a startup software company designing effective digital signs for locations like coffeeshops, restaurants, and bars that need a cheap, simple solution. In May, RedPost launched their own pilot program of 10 signs in Goshen, Ind., to advertise local arts and cultural events. In June, they began selling RedPost/Kit, a do-it-yourself digital picture frame kit, via their website at www.theredpost.com.

EFP Corporation is a leading producer of expanded foam products used by the transportation, information technology, electronics, building, furniture, and appliance industries as packaging, shock absorbing, and materials handling products. EFP Corporation is a long term member of the Alliance of Foam Packaging Recyclers, a national recycling organization, and is ISO 14001 certified for our Environmental Management System. EFP supplies both molded and fabricated foam products. Its manufacturing processes are both QS 9000 and ISO 9000 certified. The company maintains a strong internal design team for developing, prototyping, and testing new products.

Chesapeake Recycling is a Triple A rated, licensed, bonded and insured security company, specializing in both on-site and off-site document destruction on a national, regional and local level. Chesapeake Recycling also offers electronic recycling and data destruction anywhere in the nation as well, providing our customers compliance for HIPAA, Gramm-Leach Bliley, FACTA and many other information security laws. Chesapeake is also a founding member of North American Shredding (NAS).

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For more information:

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Ed Shank, VP of Operations

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