

The Grind

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The Great Central Bale-Out

Given its beauty, practicality and beneficial nature, one would be hard-pressed to improve upon everything mulch has to offer. As a company, however, we are committed to continually refining the overall mulch process — including the way mulch is shipped to our customers. That push has resulted in the introduction of ECO-Bales which we feel can reshape the way we view transport and handling of mulch.



BAGGED & LOOSE

CWP's ECO-Bales — available for the full line of mulch products — are being offered as a cost-effective, environmentally-friendly alternative to traditional mulch packaging and handling, according to Mike Rivard.

"Until we introduced these bales, customers seeking mulch had two options: purchasing individual plastic bags of the material, or having mulch loaded onto a truck and delivered loose. While both of those methods are still viable, they also had their shortcomings. Shipping bagged mulch, for example, is a cumbersome, space-intensive procedure. The bags themselves are somewhat costly, adding \$4 to \$5 per cubic yard to the cost of the product, and they

are often a convenient means to disguise a sub-par product within. More importantly, after the mulch is applied, the customer is left with empty plastic bags — a large volume of them in some cases — which has to be disposed of."

While loose mulch eliminates many of the plastic bag issues, it offers challenges of its own, particularly for customers who have to off-load the material from pickup trucks and flatbed trailers.

"Much of what happens here at CWP is a direct result of listening to the concerns of our customers and ECO-Bales are the perfect example of that," says Rivard. "Requests for a way to more accurately manage and measure inventories and sales volumes, as well as a need to store product in small areas without bins, have always been on our customers' 'dream sheet.' With ECO-Bales, we feel we've addressed those and more."

A BALEFUL LOOK

The transformation from loose mulch to ECO-Bale begins at CWP's main facility where loose material is run through a specially-designed high-density baler, compressed, formed into the bale, strapped and ready for load out.

"Finished bales of Western Red Cedar are available in 6.75 cubic foot sizes, with the balance of our products offered in 4.5 cu. ft., sizes," says Rivard. "They weigh between 50 and 70 pounds each and a single bale, when placed and opened, contains enough mulch to cover about 27 square feet at a depth of three inches." While that, in itself offers a nice convenience factor, Rivard really feels the ECO-Bale's benefits can

be found in transporting and storage. Because they are produced in tight, compact bales, they are easily stackable. Pallets of bales can be stacked three high which enables customers to store far more product in less area."

MAKING THE MOVE

At a time when fuel costs are at the forefront of everyone's concerns, CWP's ECO-Bales can play a huge role as well.

"There are benefits on so many levels, says Rivard. "The bales are so compact and stable in transit that greater volumes can be delivered at a time, saving on both fuel and driver costs. In addition, ECO-Bales can be shipped as a mixed load allowing customers to have up to nine different products on a single flatbed. And, because the bales are so stackable, there is no need for addition of costly storage bins to segregate the material. For smaller volume users, nine yards of bales fit and stack nicely into a standard size pickup truck, so their loads are convenient as well. We are very excited about the benefits ECO-Bales will bring to our customers."



Proof is in the Picture

Pictured above is a comparison of one cubic yard of mulch in both bagged form (left) and ECO-Bale form (right). Aside from the obvious advantage in storage, the bales represent only .21 lbs. of waste material while the same volume of bagged mulch leaves 2.40 lbs. of plastic waste behind. That's a 90% reduction in waste with the ECO-Bales.

Call today for more info.



CWP Hosts Erosion Control Expo

As many of you are already aware, CWP has, for some time, been actively involved in the manufacturing of erosion control products. For those readers who might be interested in learning more about erosion control, as well as some of the latest, most effective products and applications to address that issue, we invite you to join us for our 2008 Erosion Control Expo. The Expo will be held on April 23rd from 8 a.m. to 6 p.m.



at CWP's corporate headquarters, located at 19801 Highway 65 in East Bethel, MN. Attendees can enjoy everything from product demonstrations, to guest speakers, to a plant tour, to a first look at one of the newest products CWP has to offer: Bio-Bales (shown above).

“Regulations regarding what can and cannot be used in shoreline stabilization are changing to such a degree that even the use of boulders, rip-rap and concrete blocks is being called into question, as these lack an ability to filter sediment or support natural vegetation,” says Mike Rivard. “We feel we have an excellent solution to that problem in our Bio-Bale. The bales consist of a highly-compressed blend of rich, aged compost, wood fiber and topsoil in an easily-handled, readily-stackable bale. When installed and seeded with CWP's specially-blended Botanical Restoration Mix, Bio-Bales become a Living Wall which will not only be an attractive alternative to boulders and conventional retaining wall systems, but, more importantly, provide an effective, natural solution.”

CWP's Erosion Control Expo will be an excellent opportunity for anyone who wants to better understand the benefits all these products can bring to an erosion control setting. To do that the



company has called upon some extremely knowledgeable industry specialists as guest speakers. These include Rod Tyler, CEO of Filtrexx International LLC, one of the world's foremost designers and suppliers of products for erosion and sediment control. Tyler will be speaking on the topic: “Designing, Estimating Project Costs and Installing Siltsoxx as an Erosion Control BMP on Construction Projects.” Also featured at the Expo will be Dwayne Stenlund, MNDOT Natural Resource Specialist, who will address “Silt Fence: Options and Alternatives Used in Designing, Planning and Implementing a Stormwater Pollution Prevention Plan (SWPPP)”

(Continued on back page)

Your Quarterly Dose of TREEvia.

The first installment of TREEvia in the Winter 2007 issue was extremely well-received. Our readers, like ourselves, are apparently intrigued by this resource that is all around us but about which we really know so little. Enjoy this second batch.

- A mature tree can consume 200 to 300 gallons of water per day. As it absorbs CO₂ and cleanses our air, it releases 70 to 100 gallons — about 30% of the water it took in — back into the atmosphere. It is the ideal recycling organism.
- For every ton of new wood that grows, about 1.5 tons of CO₂ are removed from the air and 1.07 tons of life-giving oxygen are produced. During a 50-year life span, one tree will

generate \$30,000 in oxygen, recycle \$35,000 worth of water, and clean up \$60,000 worth of air pollution. That's \$125,000 in benefits per tree.

- A shade tree positioned on the west side of a house can keep that structure 20% cooler.
- Entomologists in Madre de Dios, Peru, found a Shihuahuaco (asterix) tree with 5,000 insect species living on it — of which 80% were seen for the first time.

- Research indicates that trees — and the plant life associated with them — can break down pesticides and carcinogenic groundwater contaminants, such as atrazine and trichloroethelene, into harmless compounds. In fact, trees are now being planted on landfill caps to help reduce pollutants while improving the environment.
- In his or her lifetime, the average American will require 465 trees just to provide for their lifetime requirements of paper.

More TREEvia next issue.



Employee Spotlight: Jim Olson

Mention the nicknames: “The Vanilla Gorilla”, “Big Jim”, and “The Great White Hunter” around CWP and there’s no mistaking who’s being named. At 6’3”, and 260 pounds, Jim Olson fits those titles perfectly and wears them proudly. And on any given day, it’s tough to miss him, not just because of his imposing size but also because he’s typically the first one in and the last to leave. For him, “living life large” is more than a suggestion — it’s a way of life, and he follows it both away from work and in his job managing, scheduling and estimating Rivard’s clearing operations.

An outdoorsman to the core, Jim spent his youth in Grand Rapids, Minn., growing up with three sisters in a logging community. With his surroundings calling, he began a career in the forestry industry early on, first working in logging, later moving into planting and managing Christmas and shade trees. His drive and leadership skills paid big dividends: at age 15 he earned a top management position with one of the largest Christmas tree producers in the Midwest. That same knowledge, experience and drive led him to begin planting his own tree farms throughout most of his twenties — at one point managing 880 acres of inventory.

Through it all he still found time to build his own house, provide foster care for thirteen kids for four years, and raise a son of his own, Tyler, who is now twelve.

While Tyler is the focal point of Jim’s life, hunting is his passion, and it is here that he earns the monikers mentioned above. A seasoned big game hunter, he has been on safaris in Africa twice, and has hunted in the Arctic Circle seven times in the last five years. He says his dealings with the Intuits at the Arctic Circle really opened his eyes to the cultural differences that exist. “It’s hard to describe their feelings of respect and appreciation for their cultures and lifestyles”, he says. “These people are true survivalists, not motivated by money at all, it’s an unbelievable experience and part of what keeps me going.”

Exotic locations aside, Olson’s “home away from home,” is the Canadian Rockies, a destination where he can be found both alone and guiding others who want to fulfill their own dreams. A believer that enjoying life to its fullest means sharing it with others, Jim has arranged group outings snowmobiling in the mountains of British Columbia,



as well as numerous hunting and fishing trips for friends and co-workers.

Jim is engaged to Lynn Peterson, CWP’s accounts administrator, who has joined him on several of his ventures — including two African Safaris. Those who haven’t been that lucky might still have been the beneficiaries of another of his favorite pastimes: entertaining. A Jim Olson get-together centers around wild game cooking (and eating, of course), and a hearty appetite is mandatory. As he puts it: “Go Big or Go Home.”

A ten-year veteran at CWP, Jim is a true, natural-born leader, according to Mike Rivard. “He has an unbelievable level of self-discipline and drive — and character to match. Every day is an adventure for him and we are lucky to be along for the ride.”



We’re on the Web
www.cwpmulch.com
Order forms on-line!

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Erosion Control Expo (Continued from Page 2)

The proceedings kick off with registration at 8:00 a.m. (rolls, juice and coffee provided); and guest speakers (with a question and answer session following each speaker) from 9:00 a.m. until noon. A barbecue lunch will be provided at noon with an opportunity to tour Central Wood Products' facility until 2:00 p.m.

"From 2:00 until 6:00 p.m., attendees can either stay here for product demos and a closer look at examples of Bio-Bale use and placement, or head out to the Blue Ribbon Pines Disc Golf Club for a complimentary round of disc golf," Rivard says. "The demonstrations will allow attendees to see some of the products mentioned in the earlier sessions and the disc golf will allow them to prove that their talents extend to non-business activities. It should be a great time."

From neighboring woods to neighborhoods

Rivard Contracting, Inc. dba Central Wood Products is a family-owned business in East Bethel, Minn., that started 18 years ago as a tree removal/trimming service. Since then, it has grown into a large-scale land clearing and wood processing operation. Our state-of-the-art facility covers 33 acres and was specifically designed and built for efficient processing and manufacturing of high-quality wood mulches for landscaping, playground surfacing and a variety of other uses. Our primary goal is to provide our customers with the absolute highest quality products available at the very best prices with unparalleled service.

Our reputation is our most valuable asset.

Central Takes Prize at MNLA Green Expo

Even though we're not in this business for the awards, accolades or attaboys, it's still nice to see that our efforts are appreciated. That was the case at this year's Minnesota Green Expo sponsored by the Minnesota Nursery & Landscape Association, when CWP was honored with the "Best Exhibit of Show" award in the Hard Goods category.

The exhibit, held in early January, offered show attendees a chance to view the full range of CWP's products, including those for soil erosion and the new ECO-Bales.

"This show is the biggest of its kind in the region and it's an excellent opportunity for us to meet with many of our customers," said Doug Matejcek, one of the CWP team manning the exhibit. "It is also a great chance for others to see what we are all about and

to debut new products — in this case the new ECO-Bales. Based on the initial response, this should be a very popular product this season."

CWP's team was presented with a plaque acknowledging their award. The plaque will soon be hanging in the reception area at CWP's East Bethel headquarters.

"We like doing the Green Expo each year and feel it does us a great deal of good," says Matejcek. "To be recognized for our efforts is just icing on the cake."



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