



Thank you for taking the time to inquire about a Red-E-Bins location. In this information package you will find some of the basics of what this opportunity will involve. While reading through the pamphlet it is expected that questions may arise, please feel free to contact us at the phone number listed below and we will be more than happy to answer any questions that you may have.

Thanks again,

Sean O'Connell
President
Red-E-Bins Ltd.
1-204-999-6197





Red-E-Bins package being delivered to its new operator

Who We Are

Red-E-Bins is a new concept to the North American market of personal and commercial disposal. Our trailer and bins are unique in the way they load and unload as well as dump. We use our industry leading Red-E-Bins all inclusive pricing system that customers love because they don't get the shock of a huge bill after the fact for dump fees. With our system customers pay for their bin rental in advance or on delivery there is zero bad debt or uncollectible receivables. This makes collection of bins easy as well there is no need for anyone to meet you for pickup as the invoice has been paid. You just show up, retrieve the bin and you are on your way! Each truck carries a visa, mastercard, amex machine for ease of payment at the time of drop off. Our 4r recycling initiative not only draws customers in (green is the future) to our rentals but reduces the actual cost of landfill charges as well.

Red-E-Bins Refuse bins are designed with space needs in mind with our custom built trailer, these bins can be placed pretty much anywhere you can park a compact car. With a Honda gas powered hydraulic unit there is no more worrying about whether your unit has enough charge to dump or unload a bin. No more worrying about charging batteries every night. There are other sources of revenue than just waste pick-up. These include scrap metal recycling, small equipment moves and monthly bin rentals.

With our protected territory system your initial investment includes the equipment, trailer, bins, etc. Unlike others that charge an upfront franchise fee then require you to purchase or lease equipment to start up your business.

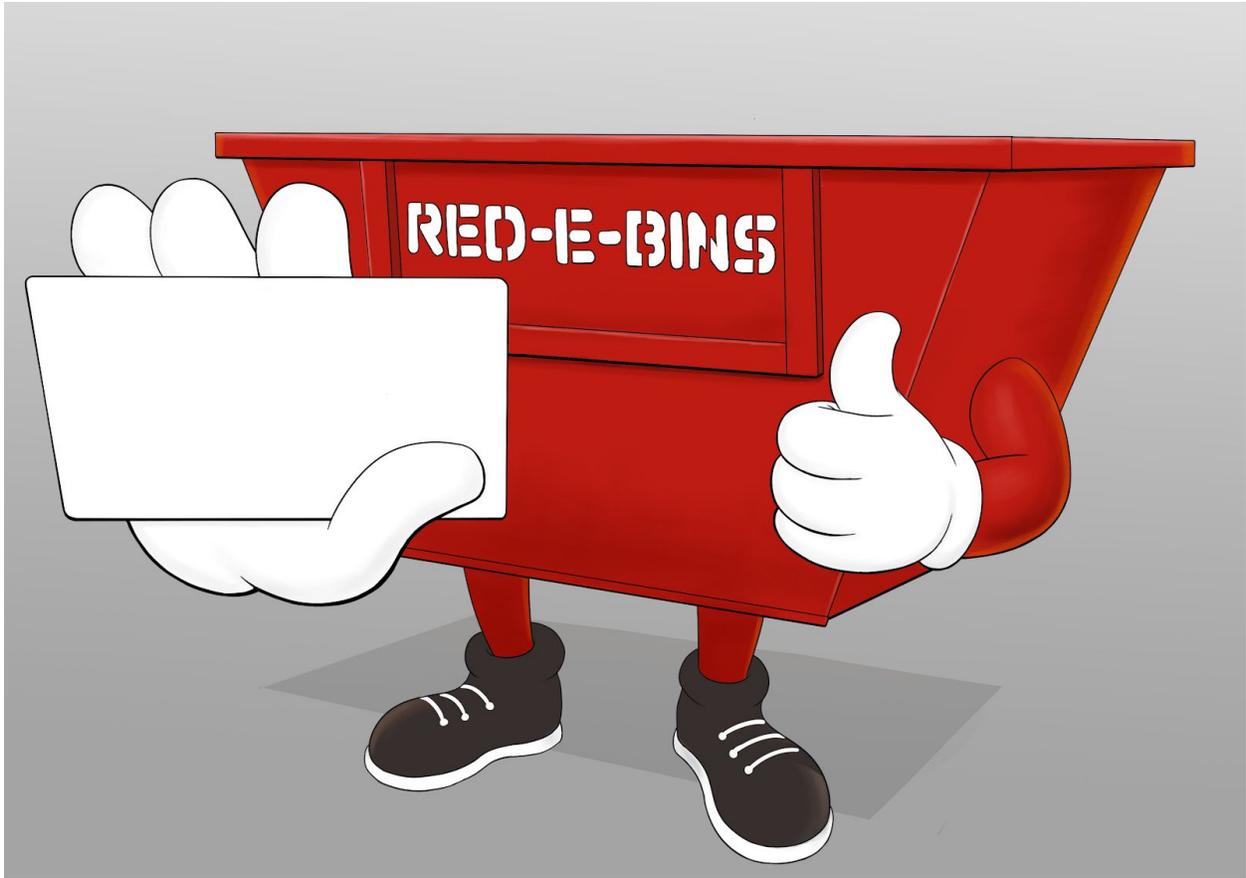
When you hear protected territory don't think of us as the next Subway with a new location on every corner; we decided early on that giving a territory owner a specific region or territory would be the most beneficial, we don't want our Red-E-Bins operators competing with each other. Territories are 500000 people. Extra territories can be purchased at any time for \$8000.00 per 250000 people.

Customer service is everything here at Red-E-Bins! We will give you a step by step guide on how to handle each customer from the initial phone call to collecting the money to hopefully creating a repeat customer. You will get our phone, driver logs and our operating instructions which makes it easy for each customer to be treated with the same respect and care each time. You will need to remember that you are the face of your business and word of mouth is key to any business! While referrals help you grow your business, bad word of mouth gets around even faster and takes a long time for people to forget. Therefore make sure you treat every customer like they are your only customer.

Red-E-Bins started like most other waste removal companies, we purchased a standard off the lot trailer and bins and started hauling. We all learned a lot from these times and have integrated what we learned into our current business model. These hard lessons are one of the main reasons we decided to manufacture our own trailer and bins. We always had complications with placing trailers in small places, so we came up with a technology that would allow us to place a bin almost anywhere you can park a car.

In order to place the bin almost anywhere you just need to follow these simple instructions! You pull up 2 feet from where you want the front of the bin to sit then you will pull the lever and the bin will sit where you want it. Your trailer does not have to be straight so you can pull out from underneath it. This will typically take 2-3 minutes from the time you arrive on site to either drop or collect a bin.

We are entrepreneurs at heart and believe that technology and innovation are at the forefront of our evolving world. Since we opened Red-E-Bins we have continued to run our own territory and continue to imagine new ways to generate income and great ideas that will complement what we currently do. When we do commit to new innovations we will always offer these opportunities to our territory owners before the general public.



Meet Binny, our spokesbin! He is used in many of our advertising and promotional services. We just add our message to his business card.

Red-E-Bins Packages and Pricing

Package one:

One hydraulic trailer

All hydraulic pumps and controls are located in a custom front mount tool box

Fully self contained hydraulic system powered by a Honda gas engine

One man or woman operation

The lifting and dumping are done with the hydraulic cylinders. There is a video on our website showing how our system works. www.redebins.ca

Rear hydraulic stabilizer feet keep the trailer level and reduce strain on the tow vehicle.

10 bins (more bins and trailers can be purchased at any time)

Uniforms

Large protected territories

Use of name and logo

Website generated leads

Includes:

Marketing package

Use of name, logo and website

Exclusive territory

1 hydraulic bin Trailer

5- small bins

5- large bins

Total cost of your Red-E-Bins package one is \$65000.00

Package two:

Truck mounted system

System can be operated with a honda powered motor like the trailer or can be ran off a PTO from the truck

Includes:

2-3 yard concrete and mud bins with doors

4-5 yard bins

6-10 yard bins

3-15 yard bins

Truck deck will be mounted on your truck New or Used this is a customer choice
minimum 3 ton truck approx 19000lb gvwr

Delivery is 8 weeks from the time truck arrives at our location

Truck has same hydraulics as the trailer but includes extending arms

Price of package two: \$85000.00

Packages are completely customizable so we can build the package with whichever size of bin and however many bins you would like!

ZERO Franchise Fees!

We are not a franchise, and therefore we will never tell you how you have to run your business. We will not tell you that you can't try something new to make a larger profit. However, we are here to help you in any way that we can in order to increase your profits and help you learn the business better!

Monthly Costs

Monthly cost of your Red-E-Bins location is \$20.00 per month per bin. This is our territory exclusivity fee. Our exclusivity fee guarantees you that we will not sell anyone else a Red-e-Bins package in your area. We don't take a percentage of your income or advertising fees! It is just a flat monthly territory exclusivity fee. We also waive the monthly fees for the first 6 months to let your business get up and running.

With our system there are no expensive yearly audits.

Trailers are towable with most half ton trucks. No need to go out and buy an expensive new $\frac{3}{4}$ or 1 ton truck.

Third party financing is available to qualified individuals.

Red-E-Bins is a unique system that most individuals have never seen or experienced before! This is a great way to start a conversation with people nearby and create an opportunity for customer engagement.

People are going to ask you about it everywhere you go; the gas station, the dump and even the shredder! So you should take the time to show people how it works! It is amazing how many rentals are generated this way.

What sets us apart from the other companies, is how much we care about our company! We want your business to succeed just as much as we want ours to! We are always just a phone call away and can help you with any of the following (not an exhaustive list):

Marketing ideas

Sales training

Customer service

Driver logs

Booking

Recycling tips and benefits

Monthly conference calls and a company drop box so that Red-E-Bins owners can discuss everything from advertising, promotions to operating ideas.

Dealer partner rental program

Even though our system is designed with ease of operation we do offer training. You are always welcome to come to our head office and be trained on one of our trailers or on your own trailer before it ships.

If more hands on training is needed we can have someone come to your location and train you and your staff to ensure the best operation standards.

How to Become a Red-E-Bins Territory Operator

- 1.) Contact us to see if the territory you are interested in is available.
- 2.) Request an information package
- 3.) Fill out the dealer application
- 4.) Once approvals have been given make deposit on your equipment
- 5.) 3-4 weeks after your deposit has been received, your marketing package will arrive.
8-10 weeks from deposit your trailers and bins will arrive.

Marketing package Includes:

Uniform shirts
Lawn signs
Business cards
Hats
Flyers
Magnetic signs for your tow vehicle

This will give you time to set up your phones, office and begin marketing so when your bins arrive you are ready to hit the ground running.

REMEMBER GARBAGE IS A 81 BILLION DOLLAR A YEAR INDUSTRY (AND GROWING).

RECYCLING IS AN OPPORTUNITY TO GROW YOUR BUSINESS IN A WAY THAT NOT ONLY HELPS THE ENVIRONMENT BUT MAKES PEOPLE WANT TO USE YOUR SERVICE! IF SOMEONE HAS A CHOICE BETWEEN RENTING FROM AN ENVIRONMENTALLY FRIENDLY COMPANY AND ONE THAT DOES NOT PRIORITIZE OUR ENVIRONMENT THEY WILL ALMOST ALWAYS CHOOSE THE ENVIRONMENT!



Our first territory owner with his system based out of Steinbach, Manitoba.



Our truck with a 15 yard bin

Projected Revenues

3 day bin rental \$239.00 (5 yard bin)

Average dump fees \$40.00 based on a \$78.00 landfill fee per ton

\$199.00 per bin rental profit on the 5 yard bin after paying dump fees.

3 day rental \$339.00 (10 yard)

Average dump fees \$70.00 based on \$78.00 landfill fee per ton

\$269.00 per bin rental profit on the 10 yard bin after paying dump fees.

We will help you with pricing as every town and city have different landfill costs. We will adjust your pricing accordingly.

Scrap metal pick up is a growing side of the business. When we started our territory we offered free pick up of unwanted scrap. We now provide bins to small shops and manufacturers that fill them with their scrap metal and we pick it up and haul it to the scrap yard. We get paid from the scrap yard.

Recycling revenue varies widely mainly on the amount of effort given to sort loads. We find it beneficial to completely sort loads with steel prices hovering around \$200.00 a ton and most counties having wood recycling depots landfill charges can be greatly reduced from the \$40.00 per ton average

Expenses

Truck and trailer insurance (varies widely from province to province so check on pricing where you live)

Fuel

Office and yard (office can be ran out of the house)

Yard size required to start 20x50 approx 1000 sq ft

Most territories are owner operated and can be run from the house but a yard will be required to sort and store bins when not in use.



There are other revenue streams that we haven't discussed but should not be overlooked these include

Roofers

Renovation contractors

Steel collection

Recycling income

Weekly and monthly collection contracts

We will help you price these jobs as they come up. They have to be priced individually as each circumstance is different and often depends on frequency of pick-up, weight of material being disposed of or length of time bin will be tied up on site. You need to remember that a bin sitting on a worksite for a month and getting picked up once or twice is basically like renting that bin for only one or two times a month which in the long run might actually cost you money, but on the other hand it is nice to have some guaranteed money coming in each and every month. These are things that you will have to keep in mind when quoting these types of rentals. It becomes easier to rent long term as the amount of bins you have available for rental increases. Your main revenue stream is still individual homeowners; it is a must that you have bins available for them when needed. One trailer can normally service 20-30 bins depending on the size of the territory; more bins and trailers are available to purchase at any time.

Thank you for your interest in owning a Red-E-Bins territory! Please feel free to contact us with any and all of your questions.

Red-E-Bins