

Sustainable Solution For Food Waste – The Rocket® has landed in the U.S.



New York, NY, 29th July 2008 - Recycling is taking off across the globe, and we have seen a recent influx of innovative technologies that are creating sustainable solutions for recycling all types of materials. What about food and other organic waste – how can we recycle this waste product in a sustainable way?

One company from England, Accelerated Compost Ltd, is already creating huge success stories with their innovative product – The Rocket®. Installed in approximately 16% of universities in the UK as well as in many companies throughout the UK, The Rocket® provides a sustainable on-site solution for the treatment and recycling of food and organic wastes. It turns these wastes into high quality compost – in just 14 days!

EXCLUSIVE U.S. DISTRIBUTORSHIP

And now The Rocket® just landed in the US. An exclusive distributorship has been signed with North American Trading House LLC (NATH) based in New York. NATH already has a distribution platform for a variety of environmental products, and The Rocket® provides a perfect fit for NATH's on-going expansion throughout the U.S.

Gerardo Soto, President of NATH, said, "We are very excited about bringing The Rocket® to the U.S. After an exhaustive global search to find just the right technology for the U.S. marketplace, we decided on Accelerated Compost's Rocket®. It is definitely the top of the line and the best solution available that solves the problem of food waste disposal."

He continues, "Not only is it the perfect on-site solution to the food waste disposal problem facing so many businesses today, but it can also help cut costs and improve the sustainability efforts of these universities, colleges, hotels, conference centers, and all other organizations with on-site catering."

<http://www.natradinghouse.com/rocket.htm>

SUSTAINABLE SOLUTIONS

Graeme Holland, Facilities Manager at the University of Salford in Greater Manchester wanted to find a safe and hygienic solution to their food waste problem.

He commented, "The landfill tax escalator was a major factor in our decision to look for more recycling routes. Waste collection costs were rising, and we wanted to keep these costs down. Food waste was becoming more and more of an issue. It was a stain on our landscape, and the smell was attracting vermin to the dumpsters in between collections."

However, the Rocket® composter is solving this issue and is saving the University money too. Graeme continued, "This was the final link in our recycling chain and has provided us with a completely closed loop recycling system for all our food waste. Previously we would be paying for the collection of food waste and buying compost for our own landscaping needs. Now all food waste is safely treated on-site, cutting our waste collection costs, and we are saving money on buying in compost for landscaping due to the excellent product the Rocket® produces."

Currently in the process of expanding their food recycling initiatives, the University of Salford has recently purchased a second, larger machine.

And it doesn't stop there. Approximately 16% of Universities in the UK now have The Rocket® safely and hygienically recycling all their food (including cooked and uncooked meat and fish) and turning it organic waste into compost.

ENHANCING ENVIRONMENTAL PERFORMANCE

Aberystwyth University in Wales purchased their Rocket® in December 2007, and it has caused quite a stir with everyone on campus.

Dr John Harries, Pro Vice-Chancellor with responsibilities for Estates and Special Projects said, "This is the latest in a series of developments that emphasizes the University's commitment to enhancing its environmental performance. All the kitchen waste which traditionally would have been sent to landfill will now can be treated on-site using a proven technology."

And it's not just the upper echelons of the Faculty that are excited about The Rocket®. Laisa Lloyd-Presland, receptionist at the University, commented, "I think it is a fantastic idea. I am an avid recycler. I recycle everything from waste food such as peelings, eggs and tea bags to plastic bottles. I had no idea you could recycle chips and pizza! It's really innovative and new."

About North American Trading House, LLC

NATH is a full-service company that represents small and medium size companies which manufacture environmentally friendly value-added products across various sectors.

www.natradinghouse.com

About Accelerated Compost Ltd

ACL manufactures and distributes the Rocket® Composters for treatment of food and green wastes on site. Applications include offices, estates, schools, colleges, universities, hospitals, hotels, conference centres and hospitals. www.quickcompost.co.uk

Press Contacts:

U.S.

Gerardo Soto

NATH

T: (212) 729 0757

gsoto@natradinghouse.com

UK Press Contact:

Karen Wilde

Wildely Creative Ltd

T: +44 (0)7872 932 801

wildely.creative@btinternet.com