

COMPARE CLAY TO NATURE'S BROOM



Clay applied to a spill



Nature's Broom applied to a spill



Oil is smeared over the floor surface as clay comes in contact with the spill.



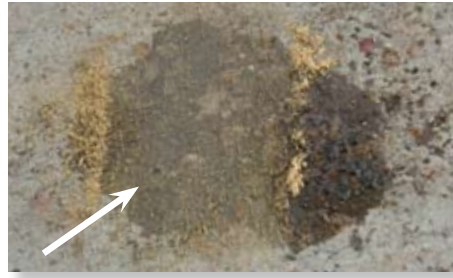
The broom activates the absorbent as soon as Nature's Broom touches the spill. IMMEDIATELY the oil is absorbed.



After an EXTENDED PERIOD of time, the clay is removed but the residue remains.



Upon closer inspection, the oil can be seen encapsulated into Nature's Broom.



Note the partial area where Nature's Broom was applied - it has absorbed the oil residue left behind by the clay.



The residue is easily removed. Nature's Broom leaves the work area clean and safe in just minutes.



1147 Hwy 436
Hollandale, MS 38748

FAST ABSORBING!

LOWER COST PER APPLICATION THAN CLAY!



Nature's Broom... The Natural Choice in Absorbents.

GOT A SPILL?

NATURE'S BROOM

ABSORBANT will solve your problem.

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NATURE'S BROOM is the superior environmental absorbent for liquid spills. This patented bio-based product encapsulates the spill on contact. The customer will see in seconds with Nature's Broom what has been desired with clay absorbents for years.

GREEN PRODUCT

Nature's Broom is a USDA BioPreferred Product. It is made from recycled bio-based products. These raw materials are from the agricultural and forestry industry. Nature's Broom has been tested by USDA using the ASTM method D 6686 to report a 97% bio-based content. Federal agencies are required by White House Executive Order 13423 to acquire bio-based, environmentally preferable and recycled content products as of January 24, 2007.

EASY TO USE... AND FAST!

Simply pour Nature's Broom on one side of the spill. Use a stiff bristle broom in a firm circular motion to work in the absorbent. The spill is encapsulated immediately! Sweep up and dispose properly. **That's all it takes!** When using clay, this process could take hours. Mechanics and maintenance are forced to spend more time to clean up clay piles and less time turning out work orders.



NATURE'S BROOM ABSORBENT PERFORMANCE VERSUS CLAY

The Millsaps College Sorbent Laboratory utilizes ASTM method F726-81 to test sorbents. The **amount of clay** required to **clean up** a two-gallon motor **oil spill** is **33 pounds**. In comparison, **only 6.8 pounds** of **Nature's Broom** is needed to **wick up the two gallons of oil**.

SAVING MONEY BY USING NATURE'S BROOM

Using a retail price of \$5.99 for a 40-pound bag of clay, the cost to clean up that two-gallon spill is \$4.94. In comparison, Nature's Broom retail price is \$9.95 for a 20-pound bag. The cost to wick up the same two-gallon spill is \$3.38 – **a savings of \$1.56 per spill!**

A BAG OF CLAY COSTS LESS THAN A BAG OF NATURE'S BROOM, RIGHT?

Clay is slow to work, has a higher disposal cost and requires almost 100 pounds (\$15.00) to absorb what 20 pounds (\$9.95) of Nature's Broom can encapsulate! At this rate, using the stated cost figures, **clay** may have a lower price per bag, but it **costs \$5.00 more** to use than Nature's Broom. So now, just how good of a deal is this bag of clay?

WHAT IS CLAY'S COST TO YOUR ENVIRONMENT AND YOUR HEALTH?

To manufacture a bag of clay, strip mining is the method used to obtain the raw material. Wildlife habitat is destroyed. Bulldozers, track hoes and trucks consume large amounts of fossil fuels during mining. Significant amounts of fossil fuels are required to operate the kilns to dry the clay. Workers are monitored for lung damage from clay-airborne silica. Warning labels are on the clay bag for consumer silica exposure as well. In an estimated 400 million dollar absorbent market, over **160 twenty-ton trucks** are **dumped** into **landfills** to dispose of the clay **each day!**

WHAT ABOUT NATURE'S BROOM?

In comparison, Nature's Broom recycles biomass waste into raw material to produce a superior absorbent. Nature's Broom can also be burned as a bio-fuel after use; another option would be to bioremediate the spill Nature's Broom encapsulated. Clay simply cannot compare to these traits.

NATURE'S BROOM LOWERS HAZ/MAT DISPOSAL COST OVER CLAY

Remember, it takes **26 more pounds of clay** to absorb two gallons of oil than Nature's Broom. That is 4.85 times more haz/mat drums than Nature's Broom requires. This government or business will have to pay an additional \$770 to \$1,325 for the cost of disposal when it uses clay as an absorbent.

COMPARE COST TO ABSORBENT PADS AND SHOP RAGS

Nature's Broom can reduce absorbent costs in shops that use absorbent pads or mats. When a mat or pad is used to remove oil from a floor surface, there still remains an oily residue. Oily mat and pad materials are more costly to dispose. Nature's Broom can pick up a **pint of oil for only 22¢!** Compare that cost to the amount of mats, pads and rags that are required to pick up the same pint of oil.

STORM WATER RUNOFF

It is estimated that over **30% of water pollution** is from storm water runoff. A large percentage is from parking lots. **Oil, grease and coolants leak from vehicles** that contaminate the water used by fish, wildlife and humans. A **one-inch rain** on a **one-acre parking lot** generates **27,000 gallons of water** into storm drains. Clay absorbents allow pollutants to escape into the storm drain because of clay's low and slow absorbency rate. In contrast, **Nature's Broom** can be applied to those parking lots to **remove the oily residue** and leave the **parking spaces dry**. By using the Nature's Broom solution, the **contamination cycle is broken** by removing the pollutants before the next rain event.

BIOREMEDIATION

Nature's Broom contains a high level of micro-organisms that break down petroleum hydrocarbons. This process usually takes about 12 weeks when moisture content and temperature allow the multiplication of the micro-organisms. **The micro-organisms turn the hydrocarbons into non-toxic compounds.** This unique trait gives Nature's Broom another advantage to which clay cannot compare!

UNIQUE PRODUCT

All of the **Nature's Broom** traits combine to make this bio-based absorbent one of the **most economical** and **environmentally responsible products** on the market today. These traits will help more **consumer, government and corporate** accounts reach their **goals of reducing costs and becoming more efficient** in their operations. **So, why continue to cover up a spill with clay, when you can clean it up with the natural choice in absorbents – Nature's Broom.**

**Contact us today to start
PUSHING THE BROOM for you!**

**NATURE'S BROOM...
THE NATURAL CHOICE IN ABSORBENTS.**



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