

EARTHEDGE

Proudly Made in America



Earth Edge
940 23rd St SW
P.O. Box 849
Hickory, NC 28603



About Earth Edge

Earth Edge is a family owned manufacturing company based out of Hickory, NC. Specializing in foam fabrication, Earth Edge utilizes equipment and engineering technologies providing mass-produced items that are customized to meet or exceed customer requirements. In addition to achieving 100 percent customer satisfaction, our primary goal is to create products using recycled content. This eliminates the dumping of millions of pounds of pollution into landfills while supporting the restoration of Earth's ecosystems.

To help reduce the amount of unrecyclable debris contaminating these systems, Earth Edge is proud to offer a variety of environmentally friendly products made with salvaged or recyclable materials. Our products are premium and industrial grade material at consumer friendly price points!

Earth Edge has locations in North Carolina and Ontario, Canada as well as an international network of distributors.



Recyclable Foam Rubber

Our foam nitrile rubber (NBR) is at least 20 percent recycled (except for our grill mat/tool box liner products), which means our made-in-the-USA products are manufactured from discarded materials that would otherwise be deposited in landfills. With being closed cell the foam is mold and mildew resistant if products are stored wet. Most of Earth Edge's salvaged raw materials are obtained from the automobile industry, which are then transported and manufactured in North Carolina.



Product Assortment 2021



Premium Kneeling Pad



Stadium Cushion



Grill Mat



Tool Box Liner



Mossy Oak Breakup Country Camo Pads 1" & 2"



Super Cushy 2" Pad



Adult/Junior Camp Mats



Mossy Oak Elements Aqua Pads 1" & 2"



Anti-Fatigue Mat



The Body Pad

Premium Kneeling Pad - EE000261 & EE000926



Considered Earth Edge's "flagship" product, our The Pad 1" and Super Cushy Pad 2" thick, NBR kneeling pads are stain and chemical resistant, washable and protected from mildew. Applicable for retail as cleaning, hardware and lawn and garden products, kneeling pads can be displayed throughout a store and as "impulse purchase" checkout items for maximum exposure to potential customers.

Since our kneeling pads float, they can be used as seat cushions in all types of watercraft. Other uses for foam NBR kneeling pads include providing extra cushion on mower and tractor seats and as knee savers for roofers, home siders and painters.

FEATURES & BENEFITS

- 15" x 20" in size (available in 1" or 2" thickness)
- Cut-out carry handle
- Available in 30 unit displays (1") or 15 unit displays (2")
- Made of NBR rubber (contains up to 20% internally recycled material)
- Negligible volatile organic compounds (VOCs)
- Washable, resists industrial chemicals, grease and oil
- Impulse buy at checkout
- Floats/Repels Water
- 100% Made in the USA



Stadium Cushion- EE000247

Ideal for sporting events or as cushions for tractor lawn mowers, our Stadium Cushion provides the same great benefits offered by our kneeling pad. Its smaller size also accommodates situations where our larger kneeling pad may not be applicable. Washable and mold/mildew resistant, Earth Edge's Stadium Cushion won't lose its shape, can be easily washed and is, of course, made in our great USA.

FEATURES & BENEFITS

- 1" thick for comfort (10" X 15" X 1")
- Washable, resists industrial chemicals, grease and oil
- Size fits under all stadium code/regulations (can be carried in any stadium)
- Negligible volatile organic compounds (VOCs)
- Convenient carry handle
- Comes in 12-unit display
- Made of NBR rubber (contains up to 20% internally recycled material)
- Impulse Buy at checkout
- Repels Water
- 100% Made in USA

\$11.99 MSRP



The Grill Mat - EE000293



Made from 100 percent recycled ethylene propylene diene monome (EPDM) rubber, the Grill Mat (36" X 48" or 36"x60") from Earth Edge is a low-odor, phthlate-free BBQ accessory that offer retailers the perfect, summertime, "impulse buy" product. Fire-retardant and slip resistant, the Grill Mat is 1.6 mm thick, antimicrobial, UV protected and contains Negligible VOCs. Made in the USA!

3'x4' - \$29.99 MSRP

3'x5' - \$39.99 MSRP


FEATURES & BENEFITS



 1.6 mm thick

 36"x48" or 36"x60"


 100% recycled material


 EPDM rubber (not made from tires)

 Low Smell and phthalate free

 Manufactured in The USA with North American products

 Very High slip resistance

 Not fire rated but resistance much higher than tires

 Negligible volatile organic compounds (VOCs)

 Antimicrobial

 UV Protected

 **For Use On ALL Grills!!!**



Earth Edge Grill Mat Comp Comparison



Earth Edge Grill Mat
36"x60" MSRP: \$39.99
36"x48" MSRP: \$29.99
Use On All Grills
Flexible
Black
Washable
Made in USA
1.6 mm Thick; Low Profile
Waterproof
100% Recycled Material
UV Protected
Weather Resistant
Heavy Duty, Flexible, Will Not Tear
Anti-Microbial
9 Unit Floor Display
High Slip Resistance
High Heat Resistance Rated High Than Tires

Expert Grill Grill Mat - Walmart
MSRP: \$14.97
29"x50"
Use on Gas Grills & Griddles Only
Flexible
Black
Washable
Made in USA
?
Waterproof
50% Recycled Material

Grill Pad - Ace Store, Menard's
MSRP: \$44.99
30"x42"
Use On All Grills
Not Flexible
Brown
Heavy Duty
?
1" Thick
?
?
Single Units
NOT fire resistant
Weather Resistant

Grill Mark Pad - Ace Store
MSRP: \$19.99
30"x48"
Use on Gas Grills Only
Flexible
Black
Light Weight
?
?
?
?
9 Unit Floor Display

Splatter Mat- Menard's
MSRP: \$19.99
30" x 48"
Use on Gas Grills Only
Flexible
Black Felt
Light Weight
China
1/4" thick
?
?
9 Unit Floor Display
NOT fire resistant
Not washable

Anti-Fatigue Mat - EE000187 & EE000188

Earth Edge's newest product is the Anti-Fatigue Mat, an innovative mat to prevent feet and leg fatigue and achiness. Made of NBR and protected from mold & mildew, the Anti-Fatigue Mat can be a lifesaver for people who spend hours standing on hard surfaces--plumbers, carpenters, production workers, cashiers, etc. It's commercial-type application makes it usable in most settings and environments.



FEATURES & BENEFITS

- ¾" thick for comfort
- Made of NBR rubber (contains up to 20% internally recycled material)
- Repels Water
- Comes in 2' x 3' or 3' x 5'
- Washable, resists industrial chemicals, grease and oil
- Negligible volatile organic compounds (VOCs)
- 100% Made in USA

2'x3' - \$89.99 MSRP
3'x5' - \$139.99 MSRP



The Body Pad - EE000125







Lying on hard surfaces to work under cars, lawn mowers, boats, sinks and other "tight" places is not only uncomfortable but can irritate muscles and joints, causing soreness for days. With the Earth Edge Body Pad, you can work anywhere you need to remain on your back for as long as necessary without feeling stiff and sore during and after your project is completed.







The Body Pad offers the same benefits as our Comfort Pads except the Body Pad has two handles for easier transportation. Protected from mold and mildew, the Body Pad is washable, resistant to chemical staining and contains Negligible VOCs. Made in the USA.

FEATURES & BENEFITS



-  $\frac{3}{4}$ thick for comfort
-  Two handles for easy transportation
-  Made of NBR rubber (contains up to 20% internally recycled material)
-  Repels Water

-  Washable, resists industrial chemicals, grease and oil
-  Negligible volatile organic compounds (VOCs)
-  100% Made in USA
-  Offers full body comfort



\$34.99 MSRP



Camp Mats Junior/Adult



Whether used in outdoor tents to sleep on or as a comfortable pad inside on which you can perform floor exercises such as yoga, our camper's foam mats insulate against cold weather. Great for adults and kids with multiple different sizes to fit both! Stay dry and comfortable whether outside or inside on any hard surface!

FEATURES & BENEFITS

- Washable, resists industrial chemicals, grease and oil
- Negligible volatile organic compounds (VOCs)
- 100% Made in USA
- Repels Water
- Acts similar to memory foam
- Adult Size - 30"x72"x1"; 20"x72"x1"; 30"x72"x3/4"; 20"x72"x3/4"; 30"x72"x5/8"; 20"x72"x5/8"
- Junior Size - 30"x48"x1"; 20"x48"x1"; 30"x48"x3/4"; 20"x48"x3/4"; 30"x48"x5/8"; 20"x48"x5/8"
- Made of NBR rubber (contains up to 20% internally recycled material)



Tool Box Liner- EE000216; EE000309; EE000316



A heavy-duty replacement tool box liner (12" x 80"; 16" x 80 "; 18" x 80") composed of 100 percent recyclable EPDM rubber, our Tool Box Liner is designed to protect the most high-traffic tool box drawers. Combining exceptional non-slip properties and extremely high temperature stability, Earth Edge's Tool Box Liner is another great "impulse buy" product selling well in hardware and auto stores as well as a retail store's hardware department.

12"x80" - \$22.99 MSRP

16"x80" - \$24.99 MSRP

18"x80" - \$28.99 MSRP



FEATURES & BENEFITS

- 1.6 mm thick
- 12" x 80"; 16" x 80"; 18" x 80"
- 100% recycled material
- EPDM rubber (not made from tires)
- Low Smell and phthalate free
- Very High slip resistance
- Very High Temperature Stability
- Not fire rated but resistance much higher than tires
- Negligible volatile organic compounds (VOCs)
- UV Protected
- Antimicrobial
- Manufactured in the USA with North American products



Mossy Oak® Comfort Pads by Earth Edge

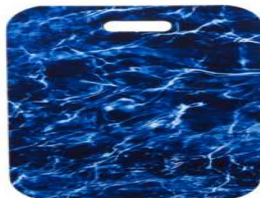


NEW Mossy Oak® Ultimate Outdoor Comfort Pads



Available in 1" and 2" for extra comfort

Hunting and Fishing and Everyday Use



Features & Benefits

- BIGGER Size = More Comfort!
- 15" x 20" in size (available in 1" or 2" thickness)
- Cut-out carry handle
- Available in 30-unit displays (1") or 15 unit displays (2")
- Made of NBR rubber (contains up to 20% internally recycled material)
- Negligible volatile organic compounds (VOCs)
- Washable, resists industrial chemicals, grease and oil
- Impulse buy at checkout
- Floats
- Made in the USA



STORE READY DISPLAYS AVAILABLE!

Earth Edge Mossy Oak® Items



**15 x20 x1 Mossy Oak® Break Up
Country Camo - 30 PK - \$19.99 MSRP
EE000231**



**15 x20 x2 Mossy Oak® Break Up
Country Camo 15 PK - \$34.99 MSRP
EE000248**



**15 x20 x1 Mossy Oak® Elements
Aqua Blue - 30 PK - \$19.99 MSRP
EE000248**



**15 x20 x1 Mossy Oak® Elements
Aqua Blue - 15 PK - \$34.99 MSRP
EE000262**

- *Bigger Size = Ultimate Comfort*
- *Made of NBR Rubber (20% Recycled Material)*
- *Made In USA (Hickory, NC)*
- *Convenient Cut-Out Carry Handle*
- *Washable, Resists Industrial Chemicals, Grease & Oil*
- *Floats in Water*
- *Repels Water*
- *Closed Cell Foam Will Not Mold Or Mildew*
- *Used for General Work Purposes as well as Hunting & Fishing*

Point of Purchase Displays

We offer point of purchase displays for our impulse items.



Markets Sold In

Our Products are Sold Through Virtually All Channels!

Lawn & Garden
Hardware
Housewares
Department Stores
Farm & Ag

Automotive
Grocery
Sporting Goods
Industrial Supply
Custom/Promotional

Private Label / Custom Cuts

We have the ability to make custom cuts/sizes of pad, private label printed pads, or partnering for new product development



- Can special cut custom sizes on any of our products
- Add company logo & other designs to all products
- Minimum orders of 100 units on graduated price scale
- Work with customers on implementing our materials into their product design
- Work with customers to on their own custom design
- Need a vector file of logo to mock up design look



Sales Success Examples

Sutherland Lumber Typically these stores have started off year 1 with 1 case of inventory (~\$200). In year 2 the same stores now reorder between \$1,000-\$2,000 in inventory which is a 5x-10x growth over year 1.

Ace Hardware Stores We typically see really great growth in these stores. When Ace stores and hardware stores in general cross merchandise our items we see extreme growth in these accounts. B&C Ace in CA cross merchandises in all departments with our Body Pad, The Pad 1 , and Super Cushy Pad 2 , and does well over 500 units a month in 1 location. We have been told repeatedly that we are the #1 item in many of these stores that carry our self merchandisers

Wegman s Grocery Prominent grocery chain in the NE. Before reducing GM footprint, they would bring in a self merch per location and sell through over 70% of their inventory in 2 weeks and would follow up with the same results 2 weeks later on a second order. Their stores do not typically do well with GM items but the Pad sold through

Duluth Trading We do custom sizes and private label printing in Duluth Trading. They place our 15x20x1 pad by the register and cannot keep the items in stock. They added a smaller 10x15x1 pad private labeled for a promo/gift item

Sales Success Continued

Meijer Stores They tested our self merchandiser of The Pad 1 in 95 stores at the beginning of lockdown in 2020. We only made it into about 30 stores that were able to stay opened. In the first 3 days we sold through over 400 pads with a few stores reordering.

Tractor Supply We continue to work with Tractor Supply being placed on their promo table at the front of the store. This is what is considered the prime real estate in their stores. We are going on our 4th year on promo table and have again seen great growth with a 25% increase from 2020-2021.

Wilco Coop Farm & Ranch chain that brings multiple items into their stores and do extremely well. We do so well that they actually advertise in their flyers with our items which is not common with a product like ours.

Additional List of Key Customers

Bachman s Nursery
Bordines
Sloat Garden Centers
Starr Nursery
English Gardens
Petitti Garden Centers
Molbaks
McDonalds Lawn & Garden
Stein s Garden & Gifts
Calloway s Nursery
Stine Lumber
Cal Ranch
Atwoods
D&B Supply
Bomgaars
Coastal Farm & Home
Summerwinds
Family Farm & Home
Quincy Farm Supply
Mahoney s Garden Centers

Dixieline Lumber
North 40
Lowe s
Workshop Tools
Princess Auto
Home Hardware
Aubuchon Hardware
Handyman True Value
United Supermarkets
Blackbird Ace
Westlake Ace
Gemplers
Gertens
Greenhouse Megastore
NorCal Ace Group
Support Plus
Fratellone Ace
Crown Ace
Mahoney s
Al s Garden Centers

+ Many Many More!!!!

Thank You

Company Contacts

Jeremiah James
National Sales Manager
9910 Rosewood Lane
Overland Park, KS 66207
Ph: 785-543-7904
E-mail: jeremiah@earthedgeproducts.com

Website: www.earthedgeproducts.com

