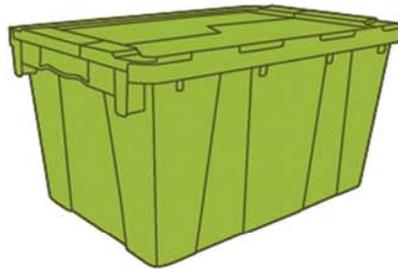


2010 California Green Summit



SACRAMENTO
MARCH 10, 2010

Spencer Brown
Founder and Chief Tree Hugger



renta **green** box.com

it's cheaper than using cardboard

AWARDS & RECOGNITION

- **2010 Global Green Nominee- Environmental Leadership**
 - **2010 Green Dot Honorable Mention product & service**
 - **2009 California Cool- Small Business Award**
- **2008 GEELA AWARD WINNER STATE OF CALIFORNIA**
 - **2008 KEEN FOOTWEAR STAND UP WINNER**
- **FEATURED CASE STUDY IN THE GORT CLOUD & IXL**
- **2009 & '10 EARNST & YOUNG ENTREPENUER NOMINEE**
- **2009 & 2010 OCBJ NOMINATION ENTREPENUER**
- **2007, TOP 10 GREEN BUSINESS IN THE WORLD**
 - **5 STAR SERVICE PROVIDER BY YELP.COM**
 - **OVER 2,300 ARTICLES AND 40 TV SHOWS**
 - **10 MILLION PEOPLE ON OUR RSS FEEDS**



1ST TO MARKET • ZERO WASTE



WHEN'S ENOUGH, ENOUGH?



WHAT'S A RESOURCE?



TRASH IS A RESOURCE

**23% TO 41%
OF LANDFILLS
PACKED WITH
CARDBOARD**

SIMPLE IDEA....

AH-HA MOMENT



THE RECOPACK



[recopacks made from 100% recycled trash]

rentagreenbox.com

13 PRODUCTS FROM TRASH



[recopack • medium]

rentagreenbox.com



[geami packing paper]

rentagreenbox.com



[expandos]

rentagreenbox.com



[recobag]

rentagreenbox.com



[recopaper]

rentagreenbox.com



[reco-zips]

rentagreenbox.com



[reco-dolly]

rentagreenbox.com



[recocubes]

rentagreenbox.com

WHY GO GREEN?



HERE'S OUR PROBLEM



- **WE HAVE A LIMITED AND DECREASING AMOUNT OF NATURAL RESOURCES THAT ARE CONNECTED BY A COMPLEX ECOLOGICAL AND ENVIRONMENTAL SYSTEM THAT CANNOT SUPPORT THE GLOBAL POPULATION'S DEMAND FOR DISPOSABLE OR LIMITED LIFE SPAN PRODUCTS.**

THE REALITY OF OUR WORLD



- TWICE AS MANY PEOPLE
- LIVING TWICE AS LONG
- USING 2X-3X THE ENERGY
- LIMITED RESOURCES
- RETHINK HOW WE WASTE

- THE NEW W'S
- WATER
- WASTE
- WANTS
- WHERE ARE WE GOING?

WE'VE TRASHED THE PLANET



**IN THE PAST 60 YEARS
WE HAVE TRASHED
THE PLANET**

**WE ONLY HAVE ONE PLANET
BUT CONSUME LIKE WE
HAVE SEVEN!**

PARADIGM SHIFT IN THE ECONOMY



**THE STONE AGE
DIDN'T END
BECAUSE
WE RAN OUT OF
STONES!
(WE EVOLVED)**

CHANGE IS INEVITABLE



DOES GREEN COST MORE?



TIPPING POINT FOR GREEN

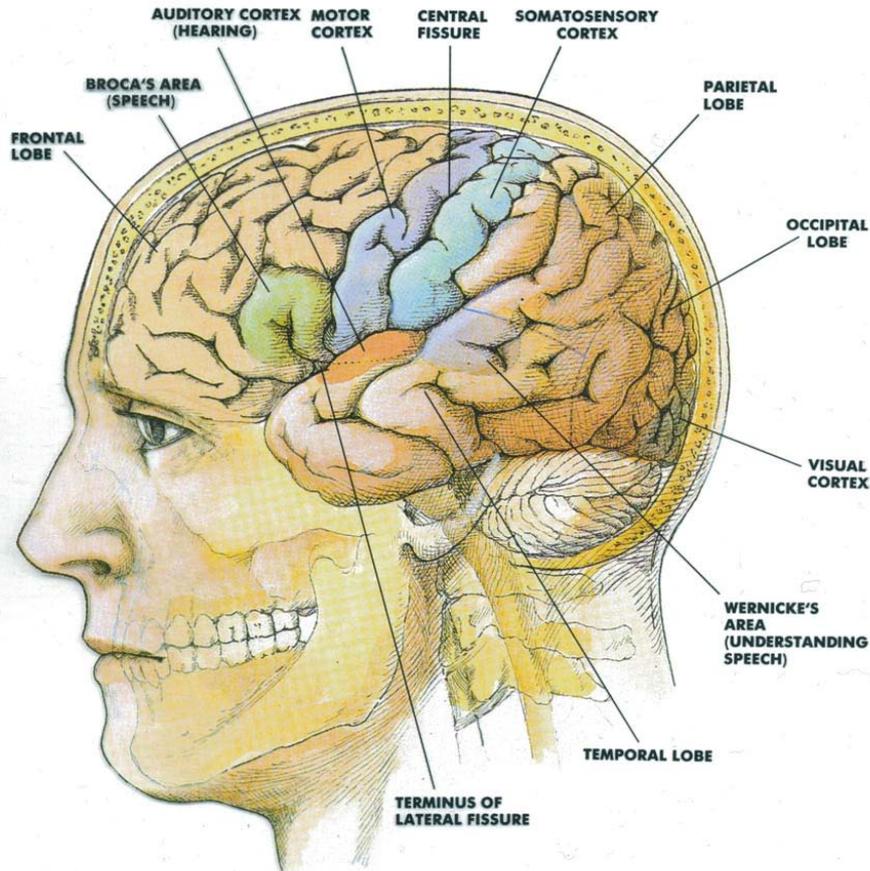
FACT- THE OLD WAY OF MAKING AND DISTRIBUTING GOODS IS NOT COST EFFECTIVE, AS WE HAVE BEEN GLOBALIZING AND NOW COMPETE FOR THE WORLD'S LIMITED NATURAL RESOURCES..

THE GREEN ECONOMY



**PROVIDE A GOOD
OR SERVICE OR A
REALLY UNIQUE
EXPERIENCE FOR
PROFIT
WITHOUT
TRASHING THE
PLANET!**

RETHINK OUR ECONOMY



C-7 LOCALIZATION OF CORTICAL FUNCTIONS IN THE FOUR LOBES OF THE LEFT CEREBRAL CORTEX

**PERCEPTION
REALITY
CONTEXT
STORY
CHANGE
RELATE
EMPATHY
CONNECTION**

PROBLEM + SOLUTION = JOBS!



THE NEW GREEN ECONOMY



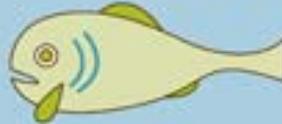
**MAKING
A
PROFIT
WITHOUT
TRASHING
THE
PLANET**

REVOLUTIONIZE THE MOVING INDUSTRY

without



we're all



out of



**WE
STARTED
WITH A
REALLY
BIG “G”
IDEA!**

GREEN IS THE NEW CALIFORNIA GOLD

Special Advertising Feature



It's
Good
to **Be**
Green

Increasingly companies are recognizing the benefits of eco-efficiency.

In partnership with:
 World Business Council for Sustainable Development

**BE PART OF THE
SOLUTION**

...

TRIPPLE BOTTOM LINE

- PEOPLE
- PLANET
- PROIFITS

GREEN DELIVERY SYSTEMS



SMARTER, CHEAPER
FASTER & GREENER

- BIO FUEL
- WASTE
- VEGETABLE OIL

USE TECHNOLOGY TO
ROUTE, MAP AND SAVE

- FUEL, TIME, LABOR
- WEAR AND TEAR
- OPTIMIZE FLOW

GREEN BUSINESS FORMULA



**ZERO WASTE
REDUCING YOUR COSTS
= SAVINGS AND IS A FORM
OF PROFIT BY INCREASING
REVENUE WHICH ADDS
DOLLARS TO THE BOTTOM
LINE OF YOUR BALANCE
SHEET...**

RESOURCES - ONE CLICK AWAY

CoolCalifornia.org
GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP



California Environmental Protection Agency

AIR RESOURCES BOARD

IT ALWAYS STARTS WITH ONE....



CONTACT INFORMATION

SPENCER BROWN

SPENCERBROWN@RENTAGREENBOX.COM

PLEASE VISIT OUR WEBSITE AT:

RENTAGREENBOX.COM

THANK YOU!