



12TH CANADIAN POLLUTION PREVENTION ROUNDTABLE

June 10-12, 2008
Edmonton, Alberta

Crowne Plaza- Chateau Lacombe





9.3 “TREECYCLE: Making protecting nature LOGical”

Scott Pulvermacher, CEO, LOGical Creations
(2008 P2 Awards Winner – Micro Business)

TREECYCLE: making protecting nature LOGical

“When trees go to heaven it’s
only *LOGICAL* that they end
up in our *CREATIONS*”



Scott Pulvermacher, C.E.O.
LOGical Creations Ltd.



OUR BACKGROUND

How it all began

THE TREECYCLE PROCESS

1. ZERO WASTE POLICY
2. HARVESTING ONLY TREES WHICH HAVE ALREADY DIED NATURALLY IN THE FOREST
3. ENERGY CONSERVATION INITIATIVES
4. GREEN PROCUREMENT PRACTICES

OUR ZERO WASTE POLICY

Nothing generated by
LOGical Creations
enters the land fill

- Off cut log ends shared with community for firewood.
- Shavings and sawdust composted.
- Office by-products recycled.

END RESULT: POSITIVE ENVIRONMENTAL IMPACT

ONLY DEAD TREES USED



Mountain pine beetle



Boring hole dust at base of tree

Recycling trees is only *LOGical*



From devastated forest



To one of a kind furniture

ENERGY CONSERVATION **INITIATIVES**

- Air drying of logs
- Manually peeling & sanding logs
- Brushing of stains and lacquers
- Lack of spray booth
- Updated insulation in older building
- Fluorescent bulbs
- Maintain equipment
- Winterizing building
- Use of hand saws and axes
- Radiant heat used

GREEN PROCUREMENT **PRACTISES**

Sourcing greener options for supplies

- **Energy efficient radiant heating units**
- **Office stationery produced from recycled paper**
- **Eco-sensitive Canadian made stains and lacquers**
- **Environmentally sensitive complimentary home décor items**

CHALLENGES FACED

- **Cost differential:**
 - radiant heaters vs. traditional furnaces**
- **Time and man-power investment**
- **Learning curve – time spent**

GREENHOUSE GAS **REDUCTION**

- **Only harvesting dead trees**
- **Manually harvesting of logs**
- **Limiting harvest transportation**
- **Sun/Air drying of logs and finished pieces**
- **Speaking out to business groups**
- **Internet focused marketing**
- **Properly maintaining equipment**
- **Etc...**

RECOGNITIONS

- **Won Canadian Council of Ministers of the Environment Pollution Prevention Award 2008**
- **Won Environmental Advisory Board Eco-Edge Award 2006 & 2007**
- **Won Recycling Council of Alberta Innovation Award 2007**
- **Finalist Alberta Chamber of Commerce Alberta Business Awards of Distinction 2007 & 2008**
- **Finalist Alberta Environment Alberta Emerald Awards 2007 & 2008**
- **Nominee Globe and Mail Globe Awards 2007**

OUR ROLE IN THE COMMUNITY

- Volunteering for Food Bank
- Corporate sponsorship of community projects
- Airdrie leader in recycling & environmental issues
- Created annual “Treecycle” Christmas tree recycling event
 - Recycled 358 trees to be chipped and used in parks
 - Raised 125 bags of food for Food Bank
 - Raised over \$3,344 in cash donations for Food Bank
 - Provided free print promotion 24 local businesses

ENTIRE CHARITY EVENT IS 100% SPONSORSHIP FUNDED

OUR ROLE IN EDUCATION

- **Published in newspapers & magazines and conducted radio & television interviews**
- **Sharing our environmental marketing success with the business community**
- **Speaking to community groups on the ease of recycling and energy conservation and the benefits they brings to businesses**

FURNITURE GROWN IN CANADA



www.logicalcreations.ca