

THE TREESON STORY

While living in Costa Rica, I took my wife and daughter out to the coast for the day. While walking down a beautiful, pristine beach I saw an old plastic water bottle. I picked it up to drop in the trash and then I came across another, and another, and another... By the end of the walk I had picked up all I could carry.

Later that night, I did some research and found out about the “Great Pacific Garbage Patch” a swirling vortex of trash floating in the middle of the ocean, larger than the state of Texas and growing at an alarming rate every year. That’s when I came up with an idea. What if we could take something bad and turn it into something good?

I had already spent some time previously working on a waste-to-energy project so I was familiar with the technologies available. The best of those is a machine that turns the material into a gas that can be used as fuel to power a generator to create electricity. The machine converts the majority of any material placed into it into gas, leaving only a small bi-product. The bi-product and emissions are of course determined by what you put into the machine so to create clean energy that meant we couldn’t use traditional plastic bottles. We needed to create our own bottle and it would have to be the greenest bottle to ever exist.

The other concern was that, because plastic bottles were so light, it would take a lot of them to actually do what we wanted to do and we needed to ensure that we had a steady stream of bottles coming back to generate a substantial amount of power.

With that in mind, I started studying recycling to see if there was a way to utilize the existing system. Of the 50 billion plastic water bottles sold in the U.S. every year less than twenty percent actually get recycled. The remaining 40 billion end up in landfills, rivers and oceans around the world. So much of the “recycling” we so diligently and responsibly sort at home still ends up in a landfill or gets put on a barge and becomes somebody else’s problem. So, if you put something into the existing system, there was no way to know where it would end up. The only way that we could actually guarantee that our bottles did not end up where they should not, and ensure a steady stream of them, was to take them out of the trash. So we designed our own return recycling system.



It's a totally new system that eliminates trash & uses the bottle returned to make clean energy to do it all over again. It's convenient, it's free and it supports the oldest government institution in the United States of America, the USPS, the organization with the greenest fleet on the streets.

Most companies design their bottles to make them look cool so you will grab their bottle off the shelf. With our bottle, it not only had to look cool and function like a traditional bottle but it also had to literally be not only the best bottle for you and your family, but also the best bottle for the planet. It had to be the greenest to ever exist and... oh yeah, it now also had to be able to be returned in the mail! Basically, it was a bottle that would be designed to put all others to shame.

We went through over 100 different bottle and label designs. We kept on running into issues until the day my daughter helped bring it all together. She loves the outdoors and is always picking up stuff and bringing it back home with her. One of those souvenirs, a perfectly shaped leaf, ended up becoming the design inspiration for the shape of our bottle and the key to it all. That is why we call it The Leaf Bottle. It is made of plant-based materials, not petroleum based.

It is 100% toxin free and is certified free of any GMOs (many "bio-plastics" are made from GMO corn). Our labels are made from 100% post consumer recycled materials and are completely safe for the environment. It looks similar to the traditional bottles you are used to—it fits in the cup holder in your car and it feels great in your hand—but there is one major difference that you might not see at first glance. Its shape allows it to naturally collapse flat when empty for easy mailing. This gives you a way to take it out of the trash stream and return it to us so we can use it to make clean energy to make more bottles to do it all over again.

Water is truly an incredible thing. We are all born in it, we are all made of it, it's the main ingredient in practically everything and it really does help make the world go round. I come from a place where there a lot of folks promoting the use of tap water so I started studying



the difference. I learned that many, if not most, of the popular brands on the shelf are just that, actually municipal tap water with some fancy marketing thrown in.

I also learned that, as crazy as it sounds, water actually has a memory and it is affected by everything that it goes through to get to us. So, every twist and turn, every different container, every process is "stored" in the water and affects it all along the way. So, the folks promoting tap water and refillable canteens are doing a good thing by helping reduce waste but they are also promoting us all drinking the worst water we could ever drink.

If you don't believe me, there is a fun test that you can do for yourself: Take tap water and spring water and put them both in front of your dog or cat and see which one they choose. You will see that they choose the spring water every time. So, to make the best water product, we absolutely had to start with the best natural spring water.

After studying water in its natural environment, I got to know water in the wild and, in doing so, I got to know the rainforest. Much like a fruit or a vegetable once "harvested" water starts to deteriorate so we not only had to start with the best source, but we also needed to figure out how to replace what is lost after you take it out of its natural environment and what is lost after it is packaged. I knew that, if we could do all of that, we would create a product so fresh and so natural that you would be able to taste the difference. We did it! We start with the worlds finest spring water. We then purify it via a system modeled after how water is filtered in the rainforest canopy. We then add back the vital nutrients and the electrolytes lost during purification, replacing them to help balance your body's natural performance. We also add oxygen to return it to the state it was in at the source, giving your body a boost of natural Rainforest energy. There is nothing else out there like it.

Once we had the bottle and the water figured out, we looked at the product as a whole. That was really the first time we were able to look at the big picture. The big idea was to use bottles to make clean energy but that was really only addressing a symptom of a much bigger problem. Millions of people around the world do not have access to clean water



sources and that is why bottled water is actually a necessity in many places for those who can afford it. We wanted to do something about that and that was when we came up with the real big idea. To give you the power to help restore water sources around the world so people could once again get water from that natural source that used to be pure and clean.

What are Mother Nature's best water filters? Trees! So, for every bottle sold, we plant one tree. That's right - one tree planted for every bottle sold. Not only do you help get rid of trash and create clean energy but you also help restore vital habitats and ensure that there will be plenty of fresh water and clean air for all of us for years to come! We're literally putting the power of a rainforest into the palm of your hand.

