Notes for designers in red font. Content without instructions in separate document – “Content”

Logos are included – we are in process of transitioning from Lighting Resources – to EZ on the Earth. For now – we must use both logos and have inserted “is” in-between logos – we are completely open to suggestions for helping us visually make this transition.

Also, I have included “green stripes” which have been used in our branding along with a frog – we are using this project to demonstrate to leadership how our brand / image could look – cleaner / clearer. If the green stripes can\* be incorporated – great – if not – that’s okay too.

Full page magazine print ad (specs included on separate sheet)

The below is our core service offering.

The nation’s largest bulb recycler.

Delivering safe processing for 25+ years.

Bulbs, batteries, ballasts & more.

* Mercury Devices
* Exit Signs
* Smoke Detectors
* Auto Airbags
* Electronic Waste

We don’t really have strong preference for how additional (bulleted) sub-services are integrated – think best if included somewhere near core services – but not opposed to seeing if it works better elsewhere

Below is our value proposition

**Protecting the Environment and Assuring Your Compliance**

This is how we deliver value – possibly used in same way as the Look / Feel EXAMPLE Multi-Category. Not married to circles –just – like the way categories are separated with pics / text.

**Technology (Balcan Equipment)**

Our processing facilities are equipped with the most advanced recycling equipment in the industry. We safely recycle millions of bulbs every year.

**Reclaiming Resources (Close up of bulb tops in bulbs sub folder)**

We separate and produce clean glass, plastic and metals. We remove mercury from bulb phosphor powder and produce virgin-quality mercury for use in research. Clean powder is processed for rare earth metals needed in manufacturing.

**Nationwide (Truck / Map?)**

We provide processing and licensed pick up of hazardous and universal waste by pallet-full or truck load for many of the largest and most well-known companies, institutions and agencies in the country.

**This is additional service that needs to prominence in ad with pictures of mail-in boxes**

**Fast Easy Mail-In Recycling**

Easy on the Earth Recycling kits ensure you have what you need when you need to properly manage your small quantity batteries, bulbs, ballasts, exit signs and more. Pre-paid shipping and processing. Kits shipped within 24 hours.

**This is another additional service we would like to include – but it does not need to be as prominent as the mail-in boxes – though it is okay if it is. Exit sign pics are provided for this**

**Egress Safety Solutions**

In addition to fully-managed retrofit and recycle of tritium exit sign we offer a complete line of energy and maintenance-free phosphorescent exit signs and safety marking.

**IMPORTANT NOTE --- We want one of the MAPS we provided to be incorporated into the design – we would prefer strongly that the empty portion of the map (where we do not have locations – is covered with text – possibly BELOW**

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