

BenchBuddy™ Information & Fundraiser Instructions

www.benchbuddy.org

The BenchBuddy™ environmentally-friendly, compostable seat cushion is a new kind of stadium bleacher seating product that focuses on 21st Century sustainable product manufacturing ideals. It has been manufactured using recent developments in biodegradable technologies. Our fundraising bleacher seat cushion is intended for organizations that cater to spectators who attend activities that include hard wooden or aluminum bleacher style seating. Since this product provides low-cost comfort, it is easy to sell.

The most effective way to sell the BenchBuddy™ is to have a fixed display at a prominent place at the event. The BenchBuddy™ is largely an impulse sale item, which means that the purchaser is not shopping for it, but when SEEING the cushion displayed at the event, makes an IMPULSIVE decision to buy at that moment. "A well-displayed item is already half-sold" is a known expression in the retail trade. So, pick a location near the entrance, where most of the attendees will pass, and place your BenchBuddy™ display at that spot. A table would be ideal for marking your spot and displaying the product. Banners and signs will also draw attention. Several displays may be needed for larger events.

The BenchBuddy™ has been manufactured using carefully selected materials that have been developed for durability and product longevity. When this 100% biodegradable product is eventually disposed of, it will not become an environmental concern. When discarded, this entire product will quickly and safely biodegrade into the earth's soil within a relatively short period of time, and will not cause adverse effects to plant, animal, or human health.

Inner Cushion Material: This material is made from natural agricultural products, and will safely and quickly biodegrade when disposed of. As a part of its natural tendency, it will begin to dissolve when it comes in contact with water. This is why it is protected by the water resistant outer slip-cover film.

Outer Slip-cover film: This outer film cover protects the inner cushion material. It is designed to be durable and long lasting. Tensile strength surpasses that of non-biodegradable polyethylene films. It is resistant to moisture and withstands environmental temperature extremes. When properly cared for, it will provide a long life for its user. Whether composted, or buried in the ground, it will biodegrade into the earth's soil within a short period of time, where it becomes a natural food source for microorganisms that live in the ground.

Natural Characteristics: During the cushion's initial use, it will naturally compress and lose some of its original thickness. When not in use, it will regain the majority of its original shape. Like any good mattress material, it should be rotated from side to side, periodically, for best results. Even though this material compresses slightly after its initial use, it will continue to provide comfort and insulation from uncomfortable hot or cold temperature extremes for many continued uses.

BenchBuddy™ Care: The materials selected for this product are expected to last for many sittings. But like practically everything you own, its useful life will depend upon the care it receives.

It is important to protect the outer film material from tears or punctures that can allow water to come in contact with the inner cushion material. Water will cause the inner cushion material to begin its natural disintegration.

If this product becomes soiled and needs cleaning, the outer film material can be wiped clean with a moist towel using water or a mild cleaner, such as Simple Green. The inner cushion material is affected by moisture; therefore, it is important this product is not cleaned by dousing in liquid.

Please note: If this product is stored in warm, damp conditions, such as lying in damp grass for a lengthy period of time it will begin to biodegrade.