



easy, effective, cheap, necessary.



The Power of a Dried Marker.



● Featured Question What is Marker Recycling?

We need a bin.

Everyone can place their dried markers into the bin.



Bin Location: A Public Facility.

When we place the bin in a community center, for example, more people would notice it and take part in this.

A Full Box: Time to recycle.

We ship the bins out to a dedicated repurposing facility.





What would happen if **every public facility** in Halifax participated?

Step 1

71 small, **labelled** cardboard boxes are needed.

Step 2

We can promote these boxes through social media, word of mouth, and general announcements.

Step 3

We **ship away** the boxes after they become full. We print out a shipping label.

That's it! That's why it's easy!





Effective:

What actually happens to all these dried markers?

An extraordinary

Diesel Fuel

Incredibly low levels of Sulphur.

Almost ZERO Co2 released in the making of the fuel.

Made from 100% melted markers.



The Process

The dried markers are melted with a process called Pyrolysis. This is a SMOKELESS process, so there are no greenhouse gas emissions.

Why no Sulphur?

The Sulphur particles are removed through an oxidation process, which makes the fuel ULTRA-CLEAN!



THIS FUEL CAN
POWER
A SCHOOL BUS.

This is the exact fuel they can create from our old markers.

If everyone in Halifax recycled 1 marker

Then 2543 liters of fuel can be made.

That's why it's effective.

Cheap:

How much money would Halifax need to pay?

Free.

Halifax can implement Marker Recycling at no cost at all.

Everything, from:

- ANY marker type
- Shipping
- Repurposing into diesel fuel

Is free.

Who pays?



A CLEANER PLANET
WITHOUT ANY COST.

ZERO.

Crayola ColorCycle pays
all the expenses for us.

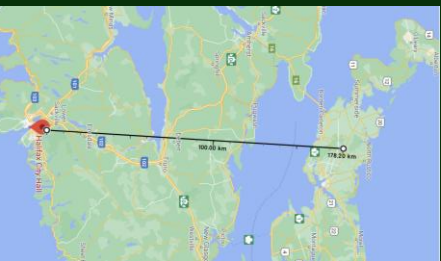




Necessary:

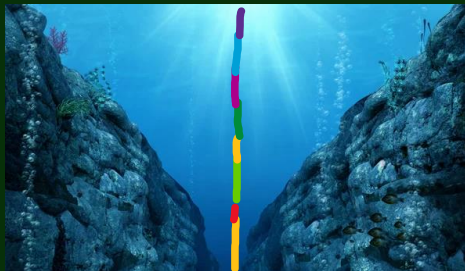
What would happen without Marker Recycling?

A Flood of Markers.

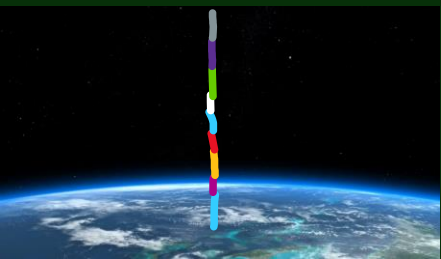


The markers thrown away in Halifax can make a straight line to PEI!

Touch the bottom of the Ocean and come back up.



Can stack on top of each other and touch OUTER SPACE.



Where can waste go?

HUNDREDS OF THOUSANDS MILLIONS AND BILLIONS OF MARKERS MADE

By recycling our markers, you are ensuring a better place for them to go.

That really matters.

Necessity comes from you.

1 marker

needs 600 years to break down.

1 marker

needs thousands of dollars to repair its damage.

1 marker

is potential.

And we can start that now.



● Marker Recycling—Redefined.



1

The three steps

Boxes, Promoting,
then Shipping away.

2

The end result

An extraordinary
Diesel fuel.

3

The Marker Flood.

Halifax throws away
enough markers/year to
touch the sky.

4

The cost.

Remember that this
is *free*.

Dear Halifax

Can we please

Recycle our markers?

PLEASE PLEASE

PLEASE

