

## **VERTAL inc.**

492, Place Blaise  
Montréal, arr. Île-Bizard / Sainte-Geneviève,  
QC, H9C 1Y9 CANADA Tél: 514-772-5069



### **For immediate release**

## **VERTAL Brings the Big Hanna Composters to the US Market of Local Composting**

VERTAL, North American distributor of Swedish Big Hanna composters, introduces local composting solutions for food waste at the US Composting Council's (USCC) 19<sup>th</sup> Annual Conference and Exhibition held in Santa Clara/San José, California, January 24-27, 2011. Benefiting from 20 years of experience of the Swedish manufacturer of the Big Hanna composters, SUSTECO AB, VERTAL proposes composters for residential, institutional and commercial applications, thus offering source reduction and eco friendly methods for composting food waste and other compostable residues.

The Big Hanna composters, installed in more than 750 local composting sites throughout 16 countries, have received many awards of excellence for the quality provided in local handling of food waste.

Entering the US market, VERTAL will expand its participation and engagement in the global effort to implement eco friendly composting techniques that reduce Green House Gas emissions. With the Big Hanna composters, food waste can be composted on site without garbage collection and transportation to landfills and incineration facilities.

Mrs. Julie Deslauriers, CEO of VERTAL, explains: "After a strong implementation in the Canadian, European, Asian, Australian and New Zealand markets, we are proud to announce the distribution of the Big Hanna composters across the USA. This is for us an important milestone, confirming our involvement in the global trend towards citizens' awareness of their responsibility of processing their food waste in an environmentally friendly manner."

Visitors at the USCC's Conference and Exhibition in Santa Clara/San José, California, will be able to see and touch a demonstration model of a Big Hanna composter at the VERTAL booth. Mrs. Julie Deslauriers, CEO of VERTAL, expresses their company's mission: "We want to transmit our Swedish friends' knowledge and expertise regarding responsible processing of food waste and biomass. All users of Big Hanna composters are pleased to be able to locally transform their food waste into compost. Their local composting action inspires our global effort towards environmentally friendly behaviors."

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### **Media Contact and Investors**

Julie Deslauriers, CEO  
VERTAL inc.  
492, Place Blaise  
Montréal, QC, CANADA,  
H9C 1Y9  
Phone: 1-866-647-1995

[jdeslauriers@vertal.ca](mailto:jdeslauriers@vertal.ca)

[www.bighanna.com](http://www.bighanna.com)