



Sustainable Indoor/Outdoor Furnishings

RE: Support Letter for AASHE STARS Innovation Credit

January 20, 2012

Dear AASHE STARS Review Team,

Please accept this letter of support on behalf of the innovative work conducted at Loyola Marymount University (LMU) in partnership with our company, Max-R. This letter is meant to accompany LMU's AASHE STARS submittal for an Innovation credit. We believe that the project partnership discussed below meets the criteria described by STARS, and Max-R is proud of the innovative work we have conducted working with LMU. Although we have built relationships with other universities, LMU is perhaps our strongest partner in the higher education sector to-date.

During the last two years, LMU has partnered with us to develop a pilot project in which LMU purchased our recycling stations to collect traditional recyclables, as well as our innovative E-cycler units that collect cell phones, discs, batteries, and ink cartridges. These unique recycling receptacles are a true "cradle-to-cradle" product, made from 97% HDPE #2 plastic milk jugs. These units can be recycled at the end of their usable lives, and made back into other plastic products, thereby closing the loop through our "Max-Reclaim" program. We are so proud of our partnership with LMU that we feature the design of this innovative unit on the front page of our web site at: <http://www.max-r.net/>. Photos of these products are provided below (Figure 1).

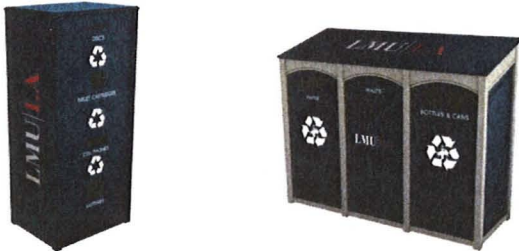


Figure 1: Images standard recycling station and E-cycler designs.

LMU has purchased (24) of our 55-gallon recycling stations, (2) of our 26-gallon recycling stations, as well as (3) of the E-cycler units. We have also donated (2) 55-gallon recycling stations to LMU in an effort to foster this unique partnership. Currently, LMU has submitted an order for additional 55-gallon and 26-gallon units, as well as additional E-cycler units (exact quantities not determined yet). These will be shipped and installed within the first quarter of 2012. Additionally, LMU and Max-R recently submitted a grant proposal to the State of California's CalRecycle Beverage Container Grants Program to obtain funding to install another (24) of the 55-gallon units over the next academic year.

Finally, we have worked with LMU to provide a variety of site furnishings for their community garden including picnic tables, a message center and benches helping create a commons area promoting stewardship and civic ecology.

It is our great pleasure to support LMU in this STARS Innovation Credit submission. Should you have any questions, please don't hesitate to reach out to us.

Regards,

Mark Hammer

Executive Vice President

W248 N5499 Executive Dr.
Sussex, WI 53089
888.868.MAXR
www.max-R.net