

THE EQUUSTOCK ENVIRONMENTAL AND SUSTAINABILITY STORY...

From our inception, we have been dedicated to manufacturing a 100% natural wood based product line that contributes to protecting our environment, our animals and the human beings that care for them. With roots in animal care, environmental stewardship and sustainability, we naturally give attention to every detail of our product cycle. In other words, we don't just talk the talk, we walk the walk.

As pioneers in developing beneficial uses for millions of tons of by products, we focus on manufacturing a sustainable product. Through the selection of raw materials, manufacturing efficiencies, product benefits to reduce packaging demands, reduced consumption / disposal volumes associated with our products, and regional production placement – we have built a sustainability model that is unique to the Equustock brands.

All raw feedstock materials are waste by products from sustainable forestry management certified sawmills or timber from sustainable forestry management projects and private land conservation projects utilizing timber restoration and reforestation, forest thinning for quality growth and fire cessation programs.

Reduction of litter and bedding consumption is a direct economic benefit to the consumer. This reduction in consumption also brings reduction in disposal, which is beneficial to everyone.

Disposal minimization reduces landfill waste from urban large animal and residential small animal applications. Our 100% pine products are compostable (excluding solid waste from cats), biodegradable, and will reduce disposal volume overall.

Utilizing the benefits of our proprietary UHCBS³ technology to increase the absorption and functionality of our products we have reduced the volume of packaging materials and associated manufacturing necessary to support the need of each consumer by four times on average.

With multiple plant locations, our regional production minimizes transportation distance to our retailers, reducing the energy impact and carbon footprint of every bag on the shelf. At Equustock, we produce a premium product focused on convenience, effectiveness and quality via our ongoing pledge to support a sustainable commitment to our product manufacturing, transportation, packaging and disposal.

Our New Mexico plant is positioned aside the Vermejo Park Ranch in New Mexico.

http://www.vermejoparkranch.com/conservation_projects.php/ “The Ranch” is one of the best examples of private land conservation efforts in the United States. The neighboring post plant operation supplies the by product necessary to support our horse bedding, cat litter and absorbent brand operations. Our dust removal process provides the energy to fuel our drying equipment so like all of our operations, we are a full circle recycling process with zero waste.

Our Virginia operations are nestled in our eco-industrial park on the James River dedicated to a cacophony of green manufacturing businesses. <http://www.thesustainabilitypark.com/> The Sustainability Park offers a unique environment for the development of large-scale sustainability and renewable energy projects and manufacturers.

All of our manufacturing operations are zero waste sustainable production facilities focused on environmentally responsible production of our 100% natural products.

We hope you will join us and do everything you can to promote responsible environmental practices as they relate to animal waste management. You have taken the first step with your interest in the Equustock family of 100% natural brands.

Guardian Angel Cat Litter™

Guardian Angel Small Animal Litter™

Unconditional Cat Litter™

Absorb & Clean™

Guardian Horse Bedding™

Big Heat Fuel Pellets™

Equustock 4R Environmental Policy