



QUALITY

BEHRENS®

EST. **METALWARE** 1911
MINNESOTA

COMPOSTING OUTDOOR AND INDOOR
USING STEEL *vs.* PLASTIC

REDUCE WASTE, LESS PLASTIC



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COMPOSTING FACTS FOR RETAILERS

Savvy retailers are on top of trends that their customers are following. Composting is one of those trends. More and more people, whether they live in urban, suburban or rural areas, are composting at home. The “urban” component of that group sounds a bit surprising, but it shouldn’t. Dozens of cities across the country collect compost along with garbage and recycling, making it easier than ever for city dwellers to do.



Here are some fast facts about composting for retailers.

- The global compost market is projected to grow by 6% by 2022.
- Within the past five years, the number of communities offering composting programs grew by 65%.
- Consumers are more concerned than ever with environmental protection trends, like composting.
- Composting curtails the amount of rotting food in landfills releasing methane, which has a greenhouse gas equivalency of 72 times that of carbon dioxide.
- Composting can be started in a pail on the kitchen counter and moved outside to a compost bin or city-supplied pickup can.



HOME COMPOSTING HAS BECOME INCREASINGLY FUNCTIONAL

As consumers seek to adopt simple eco-friendly practices into their daily lives, brands have begun offering composting systems that not only reduce waste easily but transform it entirely. This pattern is indicative of a redefinition of eco-friendliness that is more holistic and is based more in waste reusability than in simple waste reduction.

There’s a problem with at-home composting, however. The indoor bins and buckets used to collect those food scraps on their countertops or under their sinks can and do cause odor if people aren’t vigilant about emptying them daily. Worse, fruit flies. If your customers have concerns about this, Behrens galvanized steel products are your answer.

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Behrens kitchen composters have a double layer of activated charcoal filters in the lid that eliminate odors and prevent those nuisance fruit flies. Problem solved!

WHY RETAILERS SHOULD OFFER GALVANIZED STEEL COMPOSTING BINS AND CANS VERSUS PLASTIC

Customers are increasingly demanding sustainable products and practices from the businesses they patronize. According to a recent report by the Retail Industry Leaders Association, 93% of consumers worldwide expect the brands they patronize to support social and environmental causes. The same report reveals that in the U.S., 68 million people based their purchasing decisions on “their values – personal, social and environmental – and say they will spend up to 20% more on environmentally sound products.” Bottom line, your customers want sustainable products and will pay more to get them.

BENEFITS OF GALVANIZED STEEL WHEN COMPOSTING

The end of the odor and fruit fly problem is one powerful reason to carry galvanized steel composting bins rather than plastic. But there are more reasons that galvanized steel is the wiser choice. Galvanized steel:

- Appeals to Millennials and Gen Z because of environmental benefits. These generations are increasingly environmentally conscious, aware and concerned about reducing their carbon footprint.
- Durable and rust resistant. Behrens makes its products to last.
- Sustainable. Steel is one of the most sustainable products on the planet.
- 100% recyclable, infinitely. You can recycle, reuse and recycle steel again without any degradation in the quality of the steel.

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Benefits OF GALVANIZED STEEL WHEN COMPOSTING

- Appeals to Millennials and Gen Z
- Durable and Rust Resistant
- Sustainable
- 100% recyclable
- Food safe
- Rodent- and rust-free
- Concepted and Designed in USA



- Safe for food and liquids. Rest assured none of Behrens products require a PROP 65 warning. Galvanized steel compost bins won't leach anything harmful into food or liquids you're composting, which is vital. Composting is a delicate process, designed to return nutrient-rich compost to the earth. Plastic can leach harmful substances into your compost, which completely defeats the purpose.
- Rodent- and rust-free. The last thing consumers want at any time, but especially when they make environmentally sound choices like composting, is to attract mice or other rodents into their kitchens or yards. Also, if your customers are using compost bins outside, they need to know the bins are not going to rust out in the rain.
- U.S.-made, or made by quality American heritage brand, products are important to consumers. Now more than ever.

Behrens is committed to the environment, which is why most of our products are made from 100% galvanized steel. When metal products reach the end of their useful life, the materials are simply collected and recycled, again and again, with no loss of their inherent properties. Steel is the most recycled material on earth. 100% of Behrens Manufacturing scrap is returned to be recycled and converted into new steel products.

PERILS OF PLASTIC

Plastic's moment has been over for a long time. Once thought to be a revolutionary and convenient way to do everything from store leftovers to contain a six-pack of soda to collect garbage, the knowledge that overuse of plastic is harmful is becoming more and more prevalent.

A FEW FAST FACTS ABOUT PLASTIC:

- Plastic harms the environment, and does not appeal to today's consumers. From plastic straws to soda containers to water bottles, consumers are making more sustainable choices.
- Plastic leaches chemicals into food and beverages, presenting a danger to humans and pets. It's not just that plastic harms the environment, it harms humans and animals, too. Just ask a sea turtle.
- Plastic can contaminate the groundwater near landfills and contaminate the compost materials produced. It's totally contrary to the point of composting. The whole idea is to return nutrient-rich compost to the soil. If it's contaminated by plastic, what's the point of doing it at all?
- Plastic products can be of poorer quality if imported.



**THE KNOWLEDGE THAT PLASTIC IS HARMFUL
IS BECOMING MORE AND MORE PREVALENT**

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CONSUMER TREND TOWARD INDUSTRIAL CHIC

The industrial chic design trend is big right now. It means blending modern design with weathered, dry, industrial finishes like galvanized and hot-dipped galvanized steel. It's the upscale condo in a refurbished warehouse, steel ductwork and pipes exposed. It's the kitchen filled with galvanized steel accents like garbage cans and recycling bins, along with state-of-the-art appliances. At Behrens, this is not a trend, it is a lifestyle, a tradition. We've been making our workhorse steel cans, buckets and pails for more than 100 years.



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TYPES OF COMPOST PRODUCTS YOU CAN OFFER YOUR CUSTOMERS

You're convinced of the benefits of instituting sustainable practices and products into your business. Great! But a wholesale revamping of your business model seems unworkable and unwieldy, especially now with all of the other challenges businesses are dealing with. That's not a problem. Rome, as they say, wasn't built in a day. You don't have to convert your business model. It's about making small changes along the way that can make a big impact.

OUTDOOR COMPOSTING

Behrens 20 gallon galvanized steel outdoor compost trash can with lid is built with the highest quality galvanized steel. It features 4 legs to keep the can off the ground for better air flow, durable wire handles for easy portability and a tight-fitting lid. A stronger alternative to plastic, this can is rodent proof, recyclable and weather resistant.

INDOOR COMPOSTING

Our 1.5- and 4-gallon galvanized steel compost pails in aged galvanized silver, red or white are eye-catching for their vintage industrial style. Behrens compost galvanized pail is a simple way for your customers to turn everyday kitchen food scraps into garden gold while making positive change and reducing landfill waste. Reminiscent of something from bygone days that has been updated for a 21st century aesthetic and sensibilities, the hand-painted, galvanized steel construction prevents rusting and messy leaks while the kitchen pail stores your organic waste on your counter or under the sink.

The hand-painted finish of the large, aged galvanized pail highlights agedness, rawness and roughness with embossed logo reminiscent of vintage industrial design.

Sturdy, lightweight, with large capacity includes two activated-charcoal filters in the lid to effectively reduce odors and composting instructions. Stock up on Behrens replacement filters so odors can be managed. Use Behrens 1.5- or 4-gallon coordinating compostable bags to protect your pail and eliminate the need for plastic bags. It's easy to remove when full and can be placed directly in your outdoor compost bin or for local

municipality collection service. Even Behrens charcoal filters can be composted!



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At Behrens, we're committed to sustainability. We crafted a full line of composting products, including attractive pails for the kitchen and pantry and outdoor suitable containers for the yard with replaceable compostable bags and filters that are compatible with Behrens products. Contact us today or take a look through our catalogue to find many composting products and merchandising options that your customers will love.

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