

# A GREATER INTENT AND PURPOSE

How the ULTRASLIDE® Slideboard is Supporting Renewal of a Different Kind

The ULTRASLIDE® brand is best known for its role in professional and collegiate training and conditioning, physical therapy and rehabilitation, and health and fitness programs. As we enter our 25<sup>th</sup> year, we still pride ourselves on the unparalleled quality of the ULTRASLIDE® slideboard. In recent years, we have committed to sustainable business practices by altering product development and internal operations in an effort to minimize our carbon footprint and protect the planet.



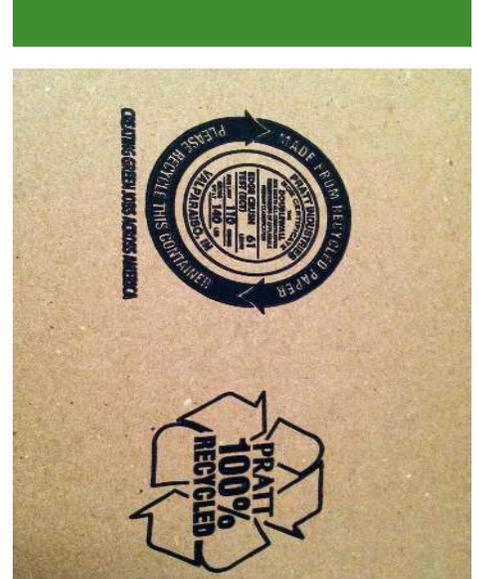
## ROOT OF CHANGE

Millions of trees are lost every year in the United States, many due to disease caused by the emerald ash borer, storms and wind damage. However, many of these **majestic trees are saved and live on for a new purpose when their wood is used to produce the bumpers for each and every ULTRASLIDE slideboard.** This character hardwood – typically ash or elm – comes from the “urban forest” in neighborhoods and communities in the Chicago area, near our manufacturing facility. We are proud to use this beautiful wood for our bumpers, and equally proud that no new trees were destroyed for this purpose.



## A NEW DESTINATION

When you put new tires on your car or truck, do you know what happens to the old ones? Each year, an estimated 275 million tires are stockpiled in the United States alone and an additional 27 million tires end up in landfills for disposal. Tire stockpiles pose significant risks to pest control and eradication programs and are an increased fire risk. Tires also take up valuable landfill space and do not biodegrade. They can trap methane gases and damage the landfill cover liner, designed to keep contaminants from polluting local water sources. Fortunately, tires are also recyclable and **we use recycled tires exclusively in the production of the non-slip underside pads that keep every ULTRASLIDE slideboard in place during use.**



## IT'S IN THE DETAILS

We have embedded sustainability into every decision we make, from the design, production, and distribution of the ULTRASLIDE to our internal business operations. Because expanded polystyrene (EPS), such as Styrofoam, is not biodegradable and can inhabit a landfill for literally a million years, we stopped using it for packing two years ago. **Your new ULTRASLIDE arrives to you in corrugated containers made from 100% recycled paper, with corrugated interior packaging, and sealed with paper tape – all of which is fully recyclable.** We ship every ULTRASLIDE carbon neutral (at our expense) via UPS to further reduce our footprint. Within our facility, we employ an ardent reuse and recycling program and typically dispose of only one regular size bag of trash per week.