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**Recycling toter conversion to increase sustainability, savings**  
***Lafayette teams up with National Cart Marketing to launch city-wide program***

Lafayette, Ind. – May 12, 2015 – The city of Lafayette announces plans to deploy more than 21,000 new 64-gallon trash toters, and retrofit the current 96-gallon trash toters into recycling toters by installing new lids. Both toters will display city branding and the new recycling lids will include advertising messages. Trash and recycling pick-up will remain a free service to city residents and this initiative will provide an enhanced recycling experience for our community.

Lafayette mayor Tony Roswarski explains the importance of the new lid advertising and how the revenue generated from that venture makes it possible to secure new trash toters. “We would not have been able to offer our residents the additional toter, while continuing pick-up at no charge, without the lid advertising program to help offset the cost,” says Roswarski. “The city has come up with a creative, fiscally responsible way to make this work and as a result taxpayers and the environment will benefit.”

Street Commissioner Dan Crowell is excited to be able to meet the growing needs of Lafayette’s residential recycling with the larger, dedicated recycling toters. “More of our residents are recycling than ever before and we need to meet the needs of an environmentally-conscience community,” says Crowell. “Our largest operational cost is the cost of dumping the garbage or “tipping” fees. What we dump as recycle is free. Increasing recycling efforts by making it more convenient will provide significant savings off the tipping fees and control costs.”

The recycling toter lid advertising will be handled by National Cart Marketing and offer a high-impact, low-cost marketing option for local businesses and non-profits. “NCM’s application allows advertisers to market their products with a level of sophistication that has only previously been available to businesses with large advertising budgets,” says Philip Bonello, NCM’s chief executive officer. “Reimagining the cart as a technology platform is part of a national trend to rethink the uses of common household utility items.”

“Local businesses don’t have the resources to develop or purchase high-impact advertising programs and larger scale marketers are constantly looking for ways to stand out,” Bonello continued. “NCM gives businesses large and small an easy-to-implement, low-cost, high impact medium for direct to consumer messaging at the household level.”

*The recycling toter lids and new 64-gallon trash toters are currently in production and set to be complete in the fall of this year. The city of Lafayette will notify residents prior to final delivery. It will take approximately one week to convert each current trash toter into a recycle toter by adding the new lid, and drop-off the new trash toters. Once delivered, all recyclables will need to be placed in the 96-gallon toter, and trash placed in the new 64-gallon trash toters. Collection schedules will not change.*

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**ABOUT NATIONAL CART MARKETING:**

National Cart Marketing, LLC (NCM) is an advertising and information company specializing in interactive out-of-home advertising. They have repurposed, redesigned, and manufactured new lid technology, offering a unique, high-value, space for message delivery. NCM integrates several areas of expertise – information management, direct marketing, digital marketing, and recycling – to offer advertisers a high-impact advertising medium that is high frequency and low cost. For more information, visit [www.nationalcartmarketing.com](http://www.nationalcartmarketing.com)

To learn more about recycling and green initiatives throughout the city visit [www.lafayette.in.gov](http://www.lafayette.in.gov). Stay informed and get a glimpse of the people and places that make Greater Lafayette so special, by following our Facebook ([www.facebook.com/LafayetteIN](https://www.facebook.com/LafayetteIN)) and Twitter (@City\_Lafayette) pages.