



*For Immediate Release*

## **Wake up your fireplace with Java-Log**

**Firelog made from recycled coffee grounds burns brighter and better,  
and helps the environment**

(Ottawa – October 2003) – Just in time for the cold weather and fireplace openings, Robustion Products Inc.'s Java-Log is an innovative way to use the world's most consumed beverage to improve the fireside experience, while also making a better choice for the environment. An industry first, Java-Log is a firelog made from 100 per cent recycled, spent coffee grounds, and is perfect for conscientious consumers who want to enjoy their fireplace and make environmentally friendly choices at the same time.

Java-Log burns for up to three hours, producing higher, brighter, and more consistent flames than wood, while releasing a faint, sweet aroma. The log also produces 25 per cent more energy and emits more than three times the flame capacity (per unit of wood) compared to wood, for a better, cleaner flame.

"With the temperature dropping and people spending more time indoors, there's no better time than now for Java-Log. It provides features that heighten the fireside experience," says Marcel Sbröllini, President & CEO of Ottawa-based Robustion Products Inc. "Not only does Java-Log burn brighter and more beautifully than sawdust firelogs, but it also diverts waste from landfill. Plus, it reduces the overall need for chimney maintenance, and represents a safety advantage, with 50 per cent less soot build-up than with traditional firewood."

Java-Log generates 14 per cent less carbon dioxide emissions than sawdust firelogs, which could result in a reduction of up to four million kilograms of carbon dioxide emissions per year in North America. And the environmental advantages of Java-Log are apparent not just in the product but in its packaging. Java-Logs are packaged in environmentally friendly brown paper wrap that can be burned safely in a fireplace.

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Java-Log is created by drying spent coffee grounds and mixing them with wax and molasses. Each year in Canada, about 15-20 million kilograms of used coffee is sent to landfills from restaurants. Turning spent coffee grounds into reusable energy-based fuels means a reduction in landfill and greenhouse gas emissions.

Java-Log is available at Home Depot, Loblaw's Co. (including Loblaw's, Fortino's, Zehrs, participating Your Independent Grocers, Maxi & Co., The Real Canadian Superstore, Atlantic Superstore), and Home Hardware stores across Canada. It is also available at Whole Foods. The product can be purchased online at [www.java-log.com](http://www.java-log.com). The suggested retail price for the Java-Log is CDN\$3.49 per log and CDN\$17.99 for a box of six.

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#### About Robustion Products Inc.

Robustion Products Inc. is an innovator in the field of transforming agri-food by-products into environmentally friendly consumer goods. The company's mission is to research, develop, and manufacture technologies and products that "close the loop" between production and consumption, by reusing waste products. Robustion uses spent coffee grounds to create solid fuel products. Java-Log is the company's first application. Robustion Products Inc. ([www.robustion.ca](http://www.robustion.ca)) is an Ottawa-based company founded in 1999 by professional engineer Rod Sprules.

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