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Saving our planet one square yard at a time
Lessons Learned

• Everyone will recycle providing there is no additional cost.

• No consumer will purchase products with post consumer content
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• Do not dismiss negative information. Every rumor, every bit of news might have an impact on your business that is better to address early than late.
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• Be prepared to take advantage of external market conditions, opportunities that develop outside of your control.

• Consider becoming smaller and make money rather than growing to break even.
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• Always run your business as if it is for sale.

• Be able to accurately explain, in one sentence, your business issues.