

RE-NUBLE PARTNERS WITH CRUZ

AGRICULTURE TECHNOLOGY COMPANY RE-NUBLE PARTNERS WITH CIRCULAR MATERIALS COMPANY CRUZ FOAM TO CREATE FIRST 100% COMPOSTABLE, NATURALLY SOURCED INDOOR GROWING MEDIA

Indoor growers will have access to a highly engineered, inert, 100% compostable grow media, eliminating food waste, creating an efficient closed-loop agriculture system and alleviating climate-related risks from current industry grow media types.



New York City, New York -- (21 April, 2022) Re-Nuble, a NYC-based agriculture technology company, is excited to announce a partnership with California-based circular materials company, Cruz Foam, which offers earth-friendly solutions for a variety of industries. As Re-Nuble pioneers the reutilization of localized and food safe, vegetative food waste into sustainable growing products

for indoor growers, the partnership with Cruz Foam has developed and commercialized ReNu Terra, a highly engineered, fully traceable and compostable grow media that diverts food waste and creates an efficient closed-loop agriculture system.

This partnership emphasizes the importance of changing consumption patterns and paves the way for sustainable waste management. Additionally, it is a crucial step in alleviating climate-related risks, particularly those related to current industry grow media (or “substrates”). ReNu Terra - the first ever compostable grow media - is a game-changer. Not only is it compostable, but it is also PFA and heavy-metal free, as well as manufactured by a USDA Biopreferred company.

“While there currently exists several grow media options for indoor growers, the industry lacks a truly sustainable grow media. There is an urgency and dire need to develop a fully compostable grow media solution. What really sets ours apart is that not only are we recirculating food waste back into the system, but it’s a fully compostable and inert media that can return the benefits of chitin (e.g. resilient against pests and disease) to plants, while reducing an indoor grower’s waste volume.” said Tinia Pina, Re-Nuble Founder and CEO. Currently, one of the grow media that dominates the industry is peat. However, despite peatlands storing approximately 30% of the world’s soil, when farmed for agriculture needs, peat changes from being a carbon sink,



into instead, a greenhouse gas emitter, making it severely environmentally detrimental in the long-run. Drained peatlands release approximately 1.9 gigatonnes of CO₂ annually. This amounts to 5% of global anthropogenic greenhouse gas emissions, a stark lack of correlation considering damaged peatlands make up just 0.3% of global landmass.

“Re-Nuble products are a fantastic and creative example of an earth-friendly product made from Cruz Foam’s circular materials,” said John Felts, CEO, Cruz Foam. “We are excited to partner with Re-Nuble in introducing this indoor growing industry ‘first’ for more sustainable food production. We believe examples like the Re-Nuble story will inspire many industry leaders to examine how sustainable materials like Cruz Foam can transform their businesses and improve life on our planet.”

According to Pina, “Our customers need long-term supply security for their growing needs due to increased demand and supply chain delays. Shipping grow media from other parts

of the world is not sustainable. We solve that by using localized waste streams as the input, and through our business model, we are able to replicate this production process anywhere in the world.” Being manufactured in the U.S., Re-Nuble can guarantee to meet their partners’ and growers’ supply demand while being lower cost to current alternatives such as peat, an extremely environmentally exhaustive material. Re-Nuble prioritizes working with partners that mutually prioritize traceability, ethical sourcing, and viability.

“Working with Re-Nuble we have learned how challenging it is to find a grow media that composts efficiently,” added Felts. “We are humbled to work together to offer the agricultural community this technology breakthrough, where we can guarantee that ReNu Terra is fully compostable leaving material that can be used as fertilizer or sent to anaerobic digestion to produce biofuel.

As a triple bottom line circular materials company, Cruz Foam has been initially focused on the protective packaging industry which is

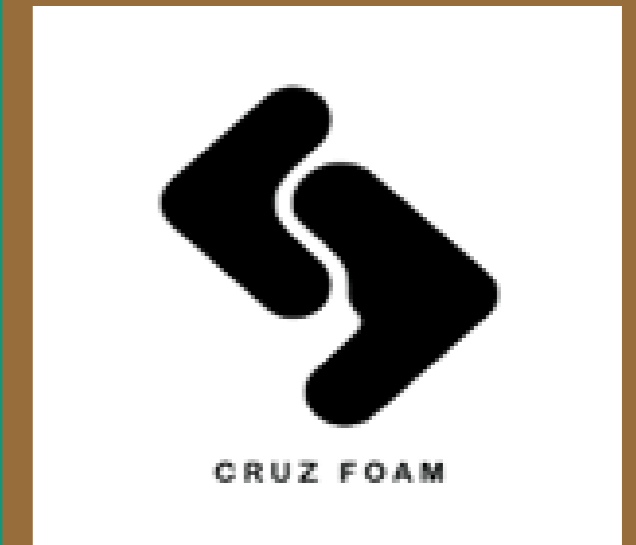
one of the largest users of single use plastic foams. Cruz Foam enables the supply chain to have a “frictionless” transition to the green economy by utilizing their existing machinery and employees.

The anti-peat awareness movement is growing across the world, such as the UK, where specific standards are being put into place to ban peat. Through this partnership, ReNu Terra will further the impact of the closed-loop agriculture movement by transforming the behavior of indoor growers through sustainable agricultural practices. Practices that preserve nutrient and carbon levels and address long-term demand for farming needs

ABOUT RE-NUBLE:

Re-Nuble is an MWBE-certified social enterprise and agricultural technology company that uses organic cycling science™ technology to reutilize unrecoverable vegetative food byproducts into a platform of sustainable technologies for indoor growing. Our closed-loop process transforms unrecoverable food byproducts into organic goods while eliminating landfill waste and greenhouse gasses. We were founded with the mission to help global agricultural communities reimagine localized food waste for more transparently sustainable, environmentally-friendly growing practices.

ABOUT CRUZ FOAM:



Cruz Foam is a circular materials company that produces ASTM certified compostable, protective packaging foam, and other eco-friendly solutions that offer a sustainable alternative to petroleum-based products. Cruz Foam’s patented products are circular in nature using biopolymers found in nature to create a compostable material using the existing supply chain and at a similar cost. Cruz Foam is currently working with consumer-packaged goods, electronics, appliance, and durable goods companies. Cruz Foam is a mission-driven company creating impact at scale by empowering industry leaders to be the catalyst for a cleaner environment. Cruz Foam is headquartered in Santa Cruz, California.

