



Eliminating the Waste in Waste Collection

Richard B. Kennelly
Vice President Marketing
85 Wells Avenue, Suite 305
Newton, MA 02459 USA
Direct: +1-617-431-5992
rkennelly@bigbellysolar.com
www.bigbellysolar.com

FOR IMMEDIATE RELEASE

BigBelly Solar opens new sales office to support European expansion

NEWTON, Mass. – June 30, 2011 – BigBelly Solar, Inc., the world's first waste & recycling collection systems company that integrates renewable energy and information technology to dramatically lower the operating costs, fuel consumption and greenhouse gas emissions associated with the waste collection process, today announced a new European sales office in France.

"I am delighted to work directly with an already robust and growing group of customers and distribution partners in the region," said Hervé Tenaglia, the new Regional Sales Director for Europe. "Many European cities have been enjoying the benefits of the BigBelly system for several years now, and I look forward to introducing the benefits of our system to a growing number of customers while supporting and reinforcing our high-value distribution network."

BigBelly Solar has approximately 150 European customers with nearly 1,000 solar-powered waste & recycling stations deployed across 20 countries. Distribution partners that provide sales and service in the region include [CSE Clean Solutions](#), [Kyron Energy & Power](#), and [Plastic Omnium](#), a strategic partner marketing the BigBelly system under the brand "Solar'ium". Customers realizing the benefits of the system cross a variety of market segments, such as municipalities, higher education, transportation and retail, and include Strasbourg and Saint-Germain-en-Laye, France; Luzern and Stein am Rhein, Switzerland; Bournemouth and Cambridge, UK; Frankfurt, Germany; Salzburg, and Lutz furniture retailer, Austria; Trinity College, Dublin; Gardone Riviera on Lago di Garda, Italy; and Bratislava, Slovakia.

“After the trial period, we concluded the BigBelly system had more than proven itself,” said Oliver Von Ow with the Building Authority in Stein am Rhein, Switzerland. “We then purchased units to cover the entire tourist sector,” eliminating the need for weekend and holiday collections, eliminating litter, reducing the cost of fuel and labor, and reducing CO₂ emissions.

“We are delighted with the efficiencies the BigBelly system provides on campus,” said Noel McCann, Facilities Manager, Trinity College Dublin, Ireland. “The solar compactors have eliminated the problem of vermin and birds attacking binned rubbish and scattering it around the College grounds.”

With rising fuels costs, increasing concern about carbon emissions and climate change, and the need for new and innovative approaches to maximize resource efficiency in difficult budgetary times, the BigBelly system is ideally suited to the challenges facing European customers. The waste & recycling stations within the BigBelly Solar system are CE and RoHS compliant. The integrated energy management and monitoring software enables the solar-powered stations to work reliably in all seasons and climates, which is well suited for the varied latitudes and environmental conditions found across Europe, while also providing real-time visibility and transparency into waste & recycling operations.

About BigBelly Solar, Inc.

BigBelly Solar is a leading global provider of innovative and sustainable solutions for the management of waste and recycling, with more than 750 customers in every U.S. state and 30 countries. The BigBelly Solar intelligent waste & recycling collection system combines solar-powered compaction, efficient recycling solutions, and network monitoring & management software into a powerful approach that enables municipalities, colleges & universities, government facilities and other institutional customers to reduce the operating costs associated with collection by up to 80 percent. In times when customers are looking for ways to maintain required levels of service while wrestling with tightening budgets, the patented BigBelly Solar intelligent waste collection system is a compelling answer. BigBelly Solar is also enabling its customers in becoming visible leaders in

practices that are more environmentally sustainable – displacing fossil fuel usage through renewable energy, increasing recycling rates and reducing cross contamination, reducing litter and associated public health concerns, and creating a messaging platform to engage users and influence more environmentally-conscious behaviors. For more information visit www.bigbellysolar.com.

BigBelly Solar: **Eliminating the Waste in Waste Collection**™

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