

With Positive NatureMill Composter Reviews Worldwide, NatureMill Announces International Launch

Premier home composter manufacturer, NatureMill, announces expansion plans into Europe, South America, Middle East and New Zealand. With rave NatureMill composter reviews around the globe, the expansion is a natural next step for the firm.

May 10, 2010 (FPRC) -- SAN FRANCISCO, CA -- NatureMill, Inc. today announced the launch of its International distribution program. The new International XE model is designed especially for the global market, with flexible language, voltage, and other configurations for the local markets around the world. Initial dealers have been selected and shipments complete to 12 countries in Western Europe and South America. As positive NatureMill composter reviews continue to build, a second phase of expansion is underway throughout Asia, Eastern Europe, India, and the Middle East.

"From day one we have seen strong demand globally, and we are pleased to be able to meet this demand with a capable group of dealers on the ground throughout the world," notes Russ Cohn, NatureMill's founder and President. Under the International Program, select importer partners undertake marketing, sales, and service operations within their exclusive regions and in their local languages.

Starting at \$299, the NatureMill XE series can compost over 100 lbs (45 kg) of food waste per month. Energy consumption is just 5 kwh per month, costing roughly \$0.50 per month depending on local utility rates. A diesel trash truck consumes more energy hauling the same trash to a landfill. A new 'Energy Save' mode further reduces energy consumption by 75%. The machine's small size allows it to be used inside a standard kitchen cabinet, which is ideal for people living in apartments with small kitchens.

"Customers are continually impressed with the lack of NatureMill composter problems. Our composters are both high-quality and user-friendly, which makes home composting an easy and environmentally sound decision," says Cohn.

Food waste is the #1 least recycled material, and the #2 ingredient in landfills. Landfills contain more food waste than diapers, Styrofoam, and tires -- combined. Once landfills are layered deep and saturated with water, no oxygen can penetrate and even 'biodegradable' items remain embalmed for centuries to come. Landfills produce methane, a greenhouse gas 21 times worse than carbon dioxide, and leach toxic chemicals into our air and drinking water [source: US EPA].

Composting alleviates these environmental burdens by diverting large quantities of material from the waste stream, returning it to the soil for use as a natural organic fertilizer. Millions of people already compost in their backyard using a variety of do-it-yourself means. Unfortunately, these techniques are susceptible to raccoons, bears, cold weather, and general lack of time or commitment on behalf of mainstream consumers.

Please visit <http://www.naturemill.com> for a complete list of international dealers or to sign up to become an importer.

About NatureMill:

Founded in 2004 in San Francisco, NatureMill is devoted to making compost easy and accessible to

everyone. With positive NatureMill composter reviews worldwide, NatureMill composters have been sold in 27 countries, and are busy diverting over thirty thousand tons of waste from landfills around the globe. The lack of NatureMill composter problems has helped the company build a solid reputation for providing high quality home composting solutions.

Contact Information

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