



MEDIA CONTACT

Caroline Alain Rodman
Rodman Consulting, LLC
caroline@rodmanconsulting.com
Cell: (415) 218-1618

CORPORATE BACKGROUNDER

1. COMPANY

Founded in 2006, SolHuma is a socially responsible, privately owned company based in Candiac, in the vicinity of Montreal, Canada. SolHuma's mission is to provide environmentally-sound technological solutions to meet the needs of outdoor enthusiasts or individuals in survival situations.

SolHuma believes that every individual should have access to the basic human needs of heat, food, fresh water and energy. The company's flagship product, the Vital Stove™, is a safe, highly efficient and compact cooking device that allows people to cook food, purify water, generate energy and stay warm. The stove burns readily available solid biomass to preserve the environment during outdoor activities, and increases chances of survival in off-grid situations or natural disasters.

Using dry biomass such as wood, natural fibers, twigs, straw, cardboard, animal dung, or combustible waste, the Vital Stove™ is the new green choice for outdoor activities or survival situations. Since its introduction on the market, the Vital Stove™ has rapidly earned the praise of individuals, families, outdoor enthusiasts, humanitarian and Scout organizations in Canada, the United States, Europe, Africa, Asia and Latin America.

SolHuma plans to expand its product line with a series of product upgrades and new prototypes aimed at addressing the specific needs of its core markets. The company reinvests a portion of its online sales into humanitarian causes. More information is available at www.solhuma.com.

2. INDUSTRY TREND

“Leave No Trace” – The need for green solutions that preserve the environment

Finding its roots in the 1970's and 1980's, the “Leave No Trace” trend isn't new, but environmental technologies such as the Vital Stove™ are changing the paradigm of the conventional portable cooking stove industry. Most portable cooking devices require fuel canisters that affect the environment, and other cooking devices using dry wood for example were not specifically designed to assist in survival situations. The Vital Stove™ meets an environmental need and ensures survival in extreme situations.

The philosophy of the Vital Stove™ converges with the core principles of the *Leave No Trace Center for Ethics*, an organization dedicated to the responsible enjoyment and active stewardship of the outdoors by all people, worldwide. These principles include:

- a) **Planning outdoor activities ahead:** Advocates of the “Leave No Trace” recommend outdoor enthusiasts to prepare for extreme weather, hazards, and emergencies. Compared with portable gas stoves, the Vital Stove™ generates 20,000 BTU of intense heat using any readily available dry biomass fuel, and works at any ambient temperature, including -40 °F.
- b) **Disposing waste properly:** Canisters of liquefied gas and hydrocarbon fuels release greenhouse gases. Empty fuel canisters also produce hazardous waste, unless these are punctured and recycled.
- c) **Minimizing campfire impacts:** “Leave No Trace” experts recommend outdoor enthusiasts to use lightweight cooking stoves, keep fires small and ensure that fire ashes are put out. The Vital Stove™ meets these requirements.
- d) **Be considerate of other visitors:** The Vital Stove™ contributes to noise reduction in the wilderness as it is much more silent than camp stoves, and allows visitors to leave the land undisturbed for others to enjoy.

In the context of global warming and the increase in natural disasters, portable cooking stoves must address the very specific needs of outdoor enthusiasts without harming the environment, in any outdoor activity or situation of survival. More consumers today seek green, compact, portable fuel-independent stoves that can be carried in safety kits and backpacks without fuel canisters and deployed rapidly in emergency situations.

3. ABOUT THE Vital Stove™

Benefits:

- Increases chances of survival for individuals in the wilderness and the victims of disasters
- A single and affordable energy source for heating, cooking and water purification
- Endless safe solid biomass fuel supply, no fuel canisters to manage or transport
- Works at any ambient temperature, including -40 °F
- Highly portable, compact and easy to store and ship; no restrictions on ground or air shipping
- Highly efficient – minimal emissions, minimal fuel collection, fast cooking times
- Designed with the needs of individuals and outdoor enthusiasts in mind

Features:

- **Size (folded):** 8” x 4.9” x 1.8” inches
- **Weight:** 24 ounces
- **Suggested Biomass:** Wood, natural fibers, twigs, straw, cardboard, animal dung, combustible waste
- **BTU/h Output:** 20,000
- **Technology:** The Vital Stove™ generates 1200 °F of heat output from an AA battery powered speed fan that drives oxygen into the combustion chamber, creating a forced ventilation system that provides intense heat and efficient burning.
- **Boil Time:** Brings 1 liter of water to its boiling point in a covered pot in 3 ¼ minutes
- **Burning Time:** Burns autonomously for up to 40 hours before replacing batteries

Price: \$69.00 USD – Available online at www.solhuma.com or at Garrett Wade, www.garrettwade.com/vital-stove

4. MANAGEMENT

Founder and Chief Executive Officer - Martin Rheault

Mr. Rheault is a social entrepreneur and an innovative industrial engineer with over 17 years experience in key management positions for global manufacturing corporations such as Pratt & Whitney Canada, Matrox Electronic Systems, GRS International and Daubois. He has earned both a Master's and a Bachelor's Degree in Industrial Engineering from the University of Québec in Trois-Rivières, where he also acted as a Research Associate for the Bombardier Sea-Doo/Ski-Doo Chair and, for the past six years, as a lecturer for the Master's Degree program in Industrial Engineering. As founder and CEO of SolHuma, Mr. Rheault oversees the company's research and development activities, business strategy and operations, as well as strategic relationships with government organizations, NGOs, retail chains and consumers. Mr. Rheault has published over a dozen articles on manufacturing as a contributor and author.

Business Development Manager – Patrick Kerry

Mr. Kerry is co-founder of the Organization Mondiale de l'Eau Humanitaire (World Water Organization) and has earned recognition from the Office of the United Nations High Commissioner for Human Rights as a contributor. He studied in Marketing at the University of Ottawa, and has over 15 years experience in the food industry for global corporations. Mr. Kerry is responsible for implementing and managing the business development plan for SolHuma.

5. ADVISORY COMMITTEE

Senior Advisor – Robert Schneider

Mr. Schneider has 25 years experience in advising organizations such as the International Committee of the Red Cross, as a Board Director and a management consultant. He is founder of the Centre de Recherche et d'Intervention en Gestion (CRIG), as well as Associate Professor at the École Nationale d'Administration Publique (ENAP) and has published numerous articles on business and NGO management.

Government Affairs and Media Relations Advisor - Caroline Alain Rodman

Mrs. Alain Rodman has over 15 years experience in strategic communications and is founder and principal of Rodman Consulting LLC, a San Francisco based government relations and public relations firm. She earned a Master's Degree in Political Science from the University of Québec in Montréal, as well as a Master's Certificate in Project Management from the George Washington University School of Business and Public Management.

Human Resources Advisor - Isabelle Gagnon

Mrs. Gagnon has 15 years experience in educational psychology, specifically in the fields of conflict management, behavioral issues and learning disabilities, as well as extensive experience in program management. She earned her Bachelor's Degree in Educational Psychology from the University of Québec in Trois-Rivières.

Online Marketing Advisor – Dominic Tremblay

Mr. Tremblay is co-founder and Vice President of Marketing for Internet leader Visicom Media, and has 11 years experience in interactive marketing. He has earned a Bachelor's Degree in Computer Science from the University of Québec in Montréal, and a Master's Degree in Marketing Communications from the HEC Montréal.