



## **MEDIA CONTACT**

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## **CORPORATE BACKGROUNDER**

### **COMPANY**

Founded in 2006, SolHuma is a socially responsible, privately owned company based in the city of Candiac, located 12 miles south east of Montreal, Canada. SolHuma's mission is to provide environmentally-sound technological solutions that assist in situations of individual survival, natural disasters or social upheaval, and that can be easily deployed by governments (civilian and military), non-governmental organizations (NGOs) and individuals (families and outdoor enthusiasts).

SolHuma believes that every individual should have access to the basic human needs of heat, food, fresh water and energy, and its flagship product, the Vital Stove™, was designed as a high efficiency, compact and portable energy source, specifically to allow people to cook food, purify water, generate energy and stay warm. The stove burns readily available solid biomass to increase chances of survival in off-grid situations, without harming the environment.

Since its introduction on the market, the Vital Stove™ has rapidly earned the praise of NGO workers overseeing the earthquake relief operations in Peru, outdoor experts and consumers. The company is now collaborating with the international division of the Canadian Red Cross in missions around the world, and other NGOs are currently testing the stove in Chad, Tanzania, Liberia and East Timor. Moreover, the Vital Stove™ is now hitting the shelves of retail giant Canadian Tire.

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](http://www.solhuma.com).

### **TREND: Global warming and disaster recovery – New technological challenges for portable cooking devices**

Natural and human disasters can strike on short notice, causing alarming living conditions. In 2006, as many as 33 million people around the world, including refugees, internally displaced and stateless persons <sup>1</sup> lived in challenging conditions, compared to 21 million people the year before. Events such as hurricane Katrina or the war in Darfur have left millions of people without a permanent shelter, and in need of efficient cooking devices to survive. But not all cooking stoves are designed specifically to ensure survival, and most technologies used in the field, as well as by outdoor enthusiasts in the wilderness, require canisters of liquefied gas and hydrocarbon fuels that produce hazardous waste, and release greenhouses gases. Hundreds of thousands of stoves using kerosene

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<sup>1</sup> Source: Office of the United Nations High Commissioner for Refugees (UNHCR). To learn more, visit <http://www.unhcr.org/statistics>

or gas have been used in 2004 and 2005 in major disaster situations to assist refugees in Darfur and in Iraq, as well as the victims of hurricane Katrina in the United States, the tsunami in Asia, and the earthquake in Pakistan. While open fires, three stone stoves and wood burning clay stoves represent an alternative solution, dry wood isn't always readily available in emergency situations. Also, as most refugees live in long-term camps, NGOs emphasize the importance of compact, portable and energy efficient stove solutions.

Government organizations such as FEMA in the United States or the Public Health Agency in Canada, for example, have stressed the importance of emergency preparedness for individuals, families and communities, however, as most portable cooking devices use hazardous fuels, FEMA, along the American Red Cross, does not recommend their addition to survival kits.

In the context of global warming, the persistence of violent human conflicts and the increase in world population and natural disasters, survival stoves must address specific survival needs without harming the environment: Governments, NGOs, individuals and outdoor enthusiasts seek compact, portable fuel-independent stoves that can be carried in safety kits and backpacks without fuel canisters, shipped by air transportation without restrictions, and deployed rapidly in emergency situations.



#### 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 °C
- 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 NGOs, governments, individuals and outdoor enthusiasts in mind

#### Features:

- **Size (folded):** L 20.4 cm X W 12.5 cm X H 4.6 cm
- **Weight:** 700 g
- **Suggested Biomass:** Wood, natural fibers, twigs, straw, cardboard, animal dung, combustible waste
- **BTU/h Output:** 20,000
- **Technology:** The Vital Stove™ generates 760 °C 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 and in retail stores. More information at [www.solhuma.com](http://www.solhuma.com)

## 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.

## 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 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.

**Business Development Advisor – 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.

**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.

**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.