

Atlantic Innovative Enterprises

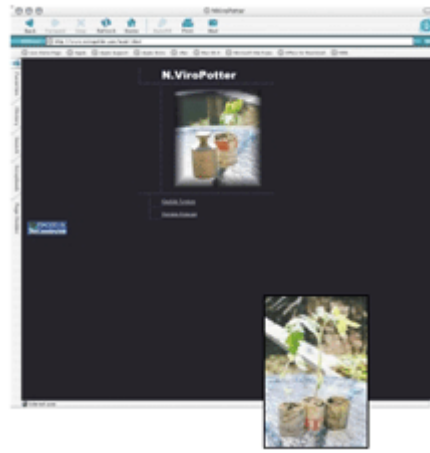
Montague, PE

"The products manufactured at Atlantic Innovative Enterprises are part of a trend toward more responsible environmental practices."

*Tom Haan, Co-Owner
Atlantic Innovative Enterprises*

Atlantic Innovative Enterprises (AIE) is a small manufacturing company that is focused on developing new environmentally friendly products. Currently AIE produces wooden rollers (Nviro Potter) for making environmentally friendly seedling pots using newspaper.

The environmental benefits of this product are numerous. In addition to the fact that the newspaper seedling pot is biodegradable and enables the roots of seedlings to grow through easily, the roller itself is manufactured from lumber too small for most other purposes. This enables AIE to reduce its operating costs and recycle what would otherwise become waste lumber.



As an evolving manufacturer, everyone involved in AIE is familiar with the environmental aspects of the business. This awareness is promoted through mentoring and group discussions. The owners of AIE also believe that an entrepreneur's vision should incorporate environmental values and that this vision is an integral part of how you do business.

An ongoing challenge that the partners of AIE work to overcome is the sourcing of markets for waste or by-products. AIE partner Tom Haan believes that "people are starting to value products that are environmentally sustainable and are willing to pay for them. People like to know that you want to make a difference by promoting environmental stewardship within your business".

To learn more about Atlantic Innovative Enterprises visit www.nviropotter.com (E/F)