



Allied Professional Information Guide

Overview.....	2
What is an Allied Professional?.....	3
Types of Allied Professionals.....	3
The EcoWalls-Certified Installer Relationship.....	4
Responsibilities of a Certified EcoWalls Installer.....	6
Allied Professional Incentives.....	6
Allied Professional Certification and Training Course.....	7
Certified Installers First Project.....	7
The EcoWalls Brand and Support Services.....	8
Signature.....	8
Price Point.....	9
Guarantee.....	9
Personal Service.....	10
Maintenance.....	10
General Project Timeline.....	11
Steps to becoming and Allied Professional.....	11

Dear Interested Allied Professional,

Thank you for your interest in EcoWalls' Allied Professionals Program.

EcoWalls, LLC, is expanding the green footprint in urban environments. We cannot accomplish this without the help of our Allied Professionals. At EcoWalls, LLC, we understand the importance of creating a product that appeals to every customer; especially the builders, engineers, architects, landscape architects, interior designers, and other professionals who help us reach our goal to become a benchmark company in sustainable vertical garden design. In order to create a product that appeals to a broad range of customers, EcoWalls, LLC, has taken careful consideration into the design of our propriety product, the EcoWall™.

Like most designed landscapes, a vertical garden is a commitment. We strive to create living architecture that not only mimics the natural environment but also functions as a natural ecosystem. As a result, we recognize that vertical gardens are not maintenance free, but, rather require routine service and upkeep. It is our goal to make the process as simple and flawless as possible. Ultimately we strive to create a sustainable product that is enjoyed not only in its first year, but for many years to come. In order to accomplish this, we require all interested parties to participate in our training program and work directly with EcoWalls staff, so that each installation is a successful. This way, our Certified Installers garner notoriety for their work ,and also express pride in our product.

As an EcoWalls Allied Professional, you become a part of our family and an extension of our brand. In order to nurture the brand, EcoWalls employs a "hands-on" approach to all of its projects with its Allied Professionals. An EcoWalls staff member will be assigned to your company to make sure that all facets of the sale, installation, and maintenance go smoothly. Our staff will help address questions about plant material, irrigation systems, shipping, maintenance, client interfacing, and is here to assist you on every project throughout the life of your business.

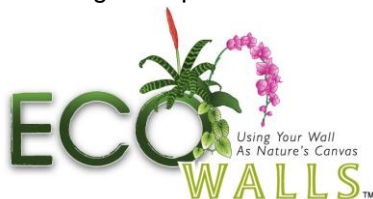
To make this process easier to navigate, EcoWalls has created the Allied Professionals Information Guide to outline three important topics:

- What is an Allied Professional?
- The EcoWalls brand and Support Services
- Steps to becoming an Allied Professional

These sections will walk you through the process of becoming an Allied Professional and describe our Allied Professional program. Please take the time to review the following material. We look forward to discussing these opportunities with you in more detail.

Sincerely,

Ryan M. Burrows
Founding Principal



What is an Allied Professional?

Types of Allied Professionals

There are three basic types of EcoWalls Allied Professionals:

- Certified EcoWall Installers:** This is an individual or business who performs may both sell and install the EcoWall™ planting panel. They maintain all the necessary legal documentation, business certificates, and trade licenses to properly install and construct an EcoWall™. One becomes a Certified Installer upon completing the EcoWalls Training Program and presenting all required legal documentation. The Certified Installer works closely with EcoWalls staff throughout all phases of the project: design, client interaction, construction/installation, planting, and maintenance.
- EcoWalls Sales Agent:** This is an individual or business that markets and sells the EcoWall™ vertical garden panel. They are an independent party, who are not salaried though EcoWalls, and receive commission based sales. The EcoWalls Sales Agent does not participate in the installation process, unless he or she has completed the Certified EcoWalls Installer program. All sales inquiries will be processed through EcoWalls, LLC, and then bid out to the Certified EcoWalls Installers.
- EcoWalls Certified Maintenance Professional:** An individual or business that has been trained on the maintenance procedures for the upkeep of the EcoWall™ and associated irrigation and plant material.

Each of these positions is unique and requires varying levels of training expertise, and support from EcoWalls staff. Below is a chart describing the opportunities available to each of the Allied Professionals.

Allied Professional	Sell	Install	Maintain	Certification Required
Sales Agent	X			X
Certified Installer	X	X	X	X
Certified Maintenance Professional			X	X

The EcoWalls-Certified Installer Relationship

The EcoWalls-Certified Installer relationship is the most involved relationship that our company offers. The Certified Installer will often have a direct relationship with the client and must maintain important project management responsibilities. It is therefore, critical that the installer maintain exceptional business credentials, complete the certification curriculum, have an intimate knowledge of the product and installation process, and understand company policy and procedures.

EcoWalls, LLC, offers a number of avenues to incorporate its Certified Installers into its projects. An EcoWall's business relationship can occur as one of four scenarios:

Scenario 1 :

EcoWalls, LLC, is commissioned for an installation and manages the entire project

In some cases, EcoWalls will manage the project and act as the general contractor. This is more common on projects local to the EcoWalls headquarters. However, some high profile/large public installations that occur nationally/internationally will require hands-on management by EcoWall's staff. In this case, a Certified Installer may be subcontracted for the project, support, and labor as well as have the opportunity to bid for the maintenance contract for this particular job. In this situation, the certified installer will assist our company to complete the project.

Scenario 2 :

EcoWalls is contacted by a client directly and the Certified Installer is offered to bid on project for management and installation

In this scenario, EcoWalls is approached directly by a client for an installation. EcoWalls staff will interact with the client during the initial stages of the project to determine project scope, requirements, and potentially the Site Inventory and Analysis. Certified Installers will then have the opportunity to bid on the project. EcoWalls will contact this Certified Installer to notify them about the interested party. The Certified Installer will supply an estimate for construction, materials, and labor. If the bid is accepted by the client, the Certified Installer will then be supplied with our EcoWalls™ panels, irrigation system, and plant material for the job. Other site materials such as tiles, building materials, equipment etc. will be supplied by an independent vender or allied professional. The project bid will be determined according to product costs, material costs, labor, equipment, other costs associated costs. The Certified Installer that wins the bid will become the general contractor for the project obtaining EcoWalls staff for the project design and consulting services.

Scenario 3 :

The Certified Installer identifies the client and books the EcoWalls installation, managing the project from start to finish.

In this scenario, the Certified Installer identifies the client willing to sign a contract for an EcoWall™ vertical garden installation. Once EcoWalls, LLC, has received a copy of the legal contract, the installer is automatically awarded the project, should he or she choose to accept. The installation will follow all required protocols set forth by EcoWalls, LLC, and act as the general contractor for the project. EcoWalls staff will act as a subcontracted consultant, maintaining responsibility for the EcoWall™ planting design, managing planting (described in more detail below), and aiding in project specifications. The Certified

Installer will work with the client from the beginning and is responsible for determining the project scope, site inventory and analysis, locating utilizes, maintaining proper permits, subcontracting to desired trained professionals, and other aspects of project management and installation.

Scenario 4 :

A Certified Installer identifies an interested client but does not have the infrastructure to manage the project.

There are several examples of this scenario. The Certified Installer may identify the client, however, the scope of the project may be outside the capabilities of the Certified Installer (The client is looking for a large commercial installation and the Certified Installer can't provide the required infrastructure to properly manage the project).

Another example would be if the Certified Installer identified an interested client, but can't manage the project because of logistical concerns (geographical distance between client and Certified Installer). In these two scenarios, the Certified Installer will contact EcoWalls, LLC, and will be financially rewarded for this booking much like our Sales Agents. EcoWalls, LLC will then identify an eligible installer for the project.

Please note: In any event that the Certified Installer maintains the title of the General Contractor, it is the policy that EcoWalls, LLC, is notified directly and supplied with proper legal documentation identifying the Owner(s) and the General Contractor.

In this event, it is policy that EcoWalls, LLC, must act as a project consultant and maintain the authority to plan, manage, and participate in the all aspects of the planting design and implementation. The General Contractor will be required to legally name EcoWalls, LLC, as the project consultant and is responsible for including all fees associated with EcoWalls' involvement in the consultation, design, and plant installation including but not limited to: plant selection, plating design, on-site supervision and planting labor. This consulting and presence during the planting phase of the installation allows EcoWalls to assess quality control on its projects while maintaining a presence and upholding visual standards.

The EcoWalls-Certified Installer relationship is also structured so that an agreement is drawn up between EcoWalls, LLC, and the Certified Installer for each individual installation. Responsibilities will fluctuate from project to project, and this needs to be addressed on an individual basis, in legal documentation. All contracts that are signed directly by the client and the Certified Installer must maintain a format set forth by EcoWalls, LLC. EcoWalls maintain s a signed contract with the certified installer (unique to every installation) which outlines the work to be performed by EcoWalls staff (design, consulting, planting, etc). EcoWalls will also hold a direct contract with the client for extended maintenance of the EcoWall™ (which may be subcontracted to the Certified Installer or maintenance professional).

There are future options for the Certified Installer to conduct all aspects of the project; from design through project completion, without the presence of an on-site EcoWalls staff member. The Certified Installer will be offered this opportunity through demonstrating proficiency in all aspects of project management, knowledge of proper planting design, and correct construction implementation. Additionally, the Installer must have participated in a number of flawless project installations; maintaining

many hours of hands-on experience in all facets of the projects. EcoWalls, LLC reserves the right to determine this relationship on a case by case basis.

Regardless of the relationship, an EcoWalls staff member will always be made available to answer questions related to project management/timelines, sourcing and budgeting, product specifications, site preparation, utilities specification, shipping and delivery, and project management. All of which is discussed in more detail during the training course.

Responsibilities of a Certified EcoWalls Installer

General responsibilities include, but are not limited to:

- Upholding all legal responsibilities and liabilities associated with being the general contractor (as outlined in the EcoWalls-Certified Installer Agreement).
- Acting as a liaison between the client and EcoWalls
- Performing Site Inventory and Analysis (I&A) of the space
- Providing EcoWalls with results of I&A
- Presenting required permits for site prep work (vary from county to county, state to state)
- Locating required utilities for our trade professionals (electricians, plumbers, lighting professionals, etc)
- Supplying on-site construction foreman and labor. Supervise all parties including masons, fabricators, etc.
- Performing all necessary site preparation for planting (hanging panels, constructing irrigation, installing external irrigation, timers, filters, nutrients, etc.)
- Maintaining EcoWalls contractual agreements
- Aiding in planting installations for the EcoWalls™
- Acting as a point of contact post-installation until a maintenance contract is signed
- Maintaining the project (when maintenance contract is signed through the certified installer)

Allied Professional Incentives

As a Certified EcoWalls Installer, you have the opportunity to capitalize on both the installation and maintenance of the EcoWall™. You will also receive an Allied Professional discount when purchasing the EcoWall™ planting panel. This discount varies based on the Certification status of the Certified Installer. EcoWalls, LLC, employs four certification levels: Bronze, Silver, Gold, and Platinum. The Certified Installer obtains higher certification based on the number of successful projects completed and also the scale of those projects. The Allied Professional Discount will range between 10-25% off the retail price of \$125 per sq.ft. or \$1,125 per 3'x3' EcoWall™ planting panel. When Platinum certification is reached, the Certified Installer is offered the opportunity to manage all phases of their EcoWall projects without the presence of an EcoWalls staff member on-site. At this time, EcoWalls will offer consultation and continual customer service to the Certified Installer.

An EcoWalls Sales Agent is rewarded commission based on the number of EcoWall™ planting panels sold for a given project. The Agent will receive his/her commission upon the signing of the contracts between EcoWalls and the client or the Certified Installer and the client.

Allied Professional Certification and Training Course

At EcoWalls, LLC we take great pride in our products and our vertical gardens. As an Allied Professional, you become an extension of the EcoWalls brand. Much of our company success is related to our team of qualified individuals that understand all aspects and stages of our product. In order to successfully educate our Allied Professionals, we offer an in-depth training that advocated a hands-on and practical training curriculum. Our course will walk you through all stages of design, installation, and maintenance effectively preparing you for your first vertical garden project.

Topics covered in the course include:

- The EcoWall™
- General Vertical Garden Information
- Mounting System
- Installation Procedure
- Planting Process
- Plant Selection
- Site Inventory and Analysis
- Nutrients/ Fertilization Regimes
- Maintenance
- Irrigation
- Project Pricing and Quoting

There are two ways that you can complete the Training Course to become a Certified Installer:

(1) Attend a Training Course in your area.

EcoWalls will be scheduling Training Courses throughout the U.S. to train qualified individuals for the Allied Professional program. This is normally a two day training event which includes classroom education, hands-on product demonstrations, and practical application. Registration fees vary by venue so please review website updates or contact EcoWalls directly for more information.

(2) Request a private Training Course at your facility for you and your staff.

Fees associated with private training sessions are determined on a case-by-case basis (varies by geographic location and time-sensitivity). Please feel free to contact EcoWalls directly for more information regarding setting up your training session.

Certified Installers First Project

In addition to completing the Educational Training Course, the Installer must be supervised on their first installation by an EcoWalls representative (or authorized party). This project is identified as one in which the Installer is the general contractor, manages all stages of the project, and receives all financial benefits from the project. This on-site supervision is in addition to the required design and planting consultation/labor made billable to the client on behalf of EcoWalls.

- EcoWalls supervisor must be present during the entire installation process, including: site preparation, installation of mounting systems, install of the EcoWall™ planting panels, irrigation assembly, planting, and site construction of potential water basins and vertical garden framing.
- This allows the company to assess the quality of the installation, further promoting the standards of the EcoWall brand.

- The EcoWalls representative will be compensated by the Installer at a rate of \$50 per hour for on-site supervision.
- The EcoWalls representative will be compensated for travel expenses (fuel, travel, accommodations, etc) to be determined prior to the project's commencement.
- Final evaluation will be submitted to EcoWalls and upon approval; the individual/company will become a Certified EcoWalls Installer.

The EcoWalls Brand and Support Services

At EcoWalls, LLC, we uphold the Five Pillars of our brand: Signature, Price Point, Guarantee, Personal Service, and Maintenance. These five elements are at the core of our business model and the foundation to our success, setting us apart from other vertical garden companies. We extend these services and securities to our allied professionals, and welcome their participation in the EcoWalls family. It is through the Five Pillars of our brand, collaborative efforts with allied professionals, and thoughtful vertical garden products that EcoWalls has become a successful and sustainable benchmark company in green architecture.

Signature

Simple...

At EcoWalls, LLC, we understand the importance of creating a product that is appealing to all parties. Our EcoWall™ panel was design for a simplified installation process. The EcoWall™ is a modular planting panel that can be mounted onto a vertical façade to create a living vertical garden. Our support channel is fastened to the wall. Once this is completed, simply clip the EcoWall™ panel to the wall by our track system, located on the back of the panel. Panels are attached to one another via the built in tongue and groove system. To install a bi level system, insert the water channel, located at the bottom of the panel, into the top slot of the panel below. This modular system allows flexibility to create any sized wall while maintaining a water tight seal. Our informative staff and detailed manual provides step by step instructions on installing the EcoWall™ panel and are here to offer guidance every step of the way; for an easy and flawless installation.

Environmentally Responsible ...

You will soon notice that our panels do not contain any soil. That is because the EcoWall™ panel implements truly sustainable design by using an inorganic substrate that will not break down. Our planting system is light weight and eliminates the mess and all the maintenance nightmares involved with soil based vertical garden systems. Additionally, our product is made from 100% recyclable material and is eligible for multiple LEED points in USGBC applications.

EcoWalls is always investigating new applications to implement our vertical garden technology as a tool to improve environmental parameters. Founding Principal, Ryan Burrows, a PhD candidate at Rutgers University, is involved in cutting edge research and development for our family of products. His work will help the company develop our patent pending active air purification system, investigate greywater

treatment, stormwater mitigation, biodiversity applications, and realms of research for using our product as a unique option for improving the quality of our environment.

Creative...

Planting design takes a creative balance with a thoughtful placement of the plant pallet. Founding Principal, Michael Coraggio is a graduate of Rutgers University and holds a degree in environmental planning/landscape architecture. He understands the importance of developing a successful and well thought design that focuses on both instant relief and the desired look when the vertical garden has matured. EcoWalls, LLC, will work with its customers and allied professionals to provide them with a sensational planting design, incorporating colors, textures, and fragrances unique to each job application resulting in a captivating design that will last for many years.

Price Point

The EcoWall™ planting panel retails at \$125 sq./ft. This price includes:

- The EcoWall™ LDPE shell
- Inorganic planting media
- Mounting brackets for the EcoWall™ planting panel and wall mounting brackets
- Internal irrigation system
- Associated hardware
- Basic plant pallet
- Ongoing customer service

Guarantee

EcoWalls, LLC, offers several warranties on the EcoWall™ planting panel that reflect the quality and assurance that our product provides. We work together with our Allied Professional to create a strong warranty package that covers the EcoWall™ planting panel, plant material, and irrigation system. These warranties are related solely to the integrity of the planting panel itself, plant material, and irrigation when exposed to normal wear and tear. The warranties offered by EcoWalls, LLC, do not include loss or malfunction of the planting panels due to destruction caused by natural disasters, fault of the owner or building, excessive strain posed by improper use from third party representatives (including Certified EcoWalls Installer, plumbers, electricians, owners, tenants, patrons, etc.). Warranties for the plant material and irrigation system are provided by the general contractors (e.g. EcoWalls LLC or Certified Allied Professional) and will only be upheld if plant material is sourced through EcoWalls and the irrigation system is maintained properly. This is described in more detail in the Certified Installer Agreement and the Client Agreement.

Personal Service

*I*nformative...

EcoWalls, LLC offers consultation with Allied Professionals to ensure that our product meets their project requirements. We are also happy to answer any questions that a potential customer might have about our product, design, or installation process.

*I*nsightful...

Before proceeding with an installation, EcoWalls, LLC will work with our Allied Professional to perform an in-depth site inventory and analysis. We work with you to determine suitable placement of our vertical garden system and the correct plant pallet for the desired location. Our site inventory and analysis is the most critical component to the design process and includes recording site measurements, determining utility layout, measuring light exposure, investigating water quality, and examining other preexisting site conditions to ensure that the project is a complete success and the vertical garden is vibrant and healthy for many years.

*H*ands-On...

EcoWalls, LLC, recognizes that implementing sustainable planting design requires some intricate detail on plant installation and placement. We take the “guesswork” out of vertical gardening by offering a “hands on” approach to plant design and installation. Once panels have been positioned onto the façade, a qualified EcoWalls crew will visit the site and begin managing the plant installation. We will work with our Allied Professionals to establish the proper irrigation system, plant pallet, and oversee the plant installation process.

Maintenance

The EcoWalls brand continually emphasizes the significance of maintaining the health and aesthetics of our vertical gardens. The maintenance of the EcoWall™ is as important as the initial design process. It is our goal to have our installations look better with age: changing, shifting, and growing to create a long-lasting piece of living art. In order to ensure our customers satisfaction, it is required that a direct maintenance contract be signed between the client and EcoWalls, LLC (as described in the EcoWalls Maintenance Agreement). This maintenance program is determined by the size, scope, location, and plant material chosen for the project and requires bi-annual maintenance visits, at a minimum. The final disposition of the maintenance contract can either be held and managed by EcoWalls, LLC, or bid out to either it's Certified Installers or Certified Maintenance Professionals.

Long-term maintenance includes, but is not limited to:

- Plant pruning
- Replacing dead plant material
- Changing filters and light bulbs
- Performing a system flush for closed systems
- Water quality analysis
- Pest management
- Ornamental fish care
- Checking irrigation system performance
- Adding nutrients/pH adjusters, etc.

General Project Timeline



Phase 1: Project Detailing

- Client Consultation
- Site Inventory and Analysis
- Design
- Subcontractor Agreements
- Project Finalization



Phase 2: Installation

- Site Preparation
- Subcontractor Work to be performed (plumbing, electric, masonry, etc)
- EcoWall™ panel installation and associated water containment construction
- Installation of Irrigation system
- Planting
- Project Finalization: Aesthetic facading, clean up, etc.



Phase 3: Maintenance

- Warrantied site visits 1 month, 3 month, and 6 month post installation
- Maintenance Contract enacted for 2 year agreement (agreement to be re-signed 6 months prior to termination of agreement)

Steps to becoming an EcoWalls Allied Professional

Thank you once again for your interest in our Allied Professional Program. In order to move forward, we require that the following forms be filled out/ signed and returned.

- Fill out and return the Business Relationship Proposal
 - Business Entity Certificate
 - Copy of Business Insurance
 - Copies of all relevant trade licenses
- Sign and return NDA
- Sign and return the Allied Professional Agreement
- Schedule and attend an EcoWalls Educational Training Session
- Install an EcoWall™ under the supervision of an EcoWalls representative

Documents and forms can be submitted to via the following avenues:

Fax: 908-788-7646

Email: info@greenecowalls.com