

The Java-Log Story

“There are no instruction manuals on how to invent a product, manufacture, and successfully market it to ensure success” – Rod Sprules (Inventor & Founder). We have definitely had our share of failed attempts in both developing Java-Log and raising capital to fuel its growth. Several prototypes have been developed before making Java-Log what it is today. Like many young enterprises, the financing required to fuel our growth has proved to be very challenging and on two occasions we came close to not being able to pursue our dream. Throughout this tour, two things kept me going... the unconditional consumer support from all over the world for their love of Java-Log and the undeniable support of family and friends.



When Time magazine named Java-Log “one of the coolest inventions of 2003” and compared it’s performance to the market leader at the time “Duraflame”, by confirming that Java-Log ignited more quickly, and produced taller, prettier flames. The article confirmed the numerous comments we had received from consumers since the beginning but most importantly, it achieved a major milestone. It also made us reflect on the recent past and the road we had traveled.

When I invented Java-Log, coffee houses were popping-up everywhere in North America creating a lot of waste along the way. My vision was to use all the waste coffee grounds from those retail outlets, instant coffee manufacturing plants, office buildings and people’s homes to create the best performing product in the market place. Serving our environment and helping people fulfill a sense of giving back to our planet were part of my philosophy and fundamentally were at the core of the idea. My goal was simple: use waste and replace non-eco products everywhere in the world.

You will find below details of the Java-Log story...

While flipping through an Engineering text book one day I was amazed to discover that coffee grounds have 25% more energy capacity than wood when combusted.

In 1997, after having spent five years designing a host of products, ranging from temperature-regulated suits for divers, astronauts, and pilots, to forklifts, I moved to Paris with my wife Joanne Johnson. After what seemed like an eternity of research and time, I sat in a local “Paris Café” sipping a Cappuccino, pulled out my black pocket book, and scribbled in front of me were the words “burning coffee grounds = better than wood”. Immediately my thoughts started buzzing... coffee grounds, oodles of coffee houses, firelogs, fire... that’s when the light bulb went on – big time.

I put ideas together and concluded that with so many coffee grounds around, making a firelog would be not only beneficial but smart. I began experimenting with ingredients, stuffing at first a Java-formula into an empty cigar tube with a pen. Voila, the first sample was successfully ignited at our small Paris apartment table. Joanne and I watched with excitement as the first mini Java-Log burned brilliantly. That’s the way Java-Log was born, and we both realized that I had invented something special.

Back in Canada, just a few hours before the dawn of a new century, we were granted our first patents for the Java-Log: the world’s first and only firelog made from recycled coffee. The following years were pretty trying. Financially, friends and family donated generously to help make our project a business dream come true. I worked (what seemed like endless hours) in my garage, picking up and re-building old abandoned appliance parts to create a

Why is it good to burn
ALL NATURAL CRACKLING
JAVA-LOG ?

- **All Natural Renewable Energy**
- **8 times Cleaner Burning:**
96% less residue after combustion
- **Minimize SMOG:**
83% less particulate matter
- **Reduce Air Pollutants:**
87% less carbon monoxide
- **Safe for Chimney:**
86% less creosote deposits
- **No Ozone Depletion effect**
- **Better/ Brighter Flames:**
More natural flame wood
- **NO Chemical Odor**
- **Diverts Waste from Landfills**
- **Saving Trees**
- **100% Recycled Packaging**
- **Burns up to 3 hrs.**

*Source: OMNI Consulting Services, Inc.

home-made processing plant. I scavenged the local Tim Horton's (Canadian Donuts & Coffee Shop) garbage bin to collect used grounds to produce the first Java-Log which took over 45 minutes to make by hand.

The initial Java-logs were locally tested in Ottawa, Ontario, Canada. Community support was tremendous, as we tested Java-Log on evenings and weekends in the heart of the trendy Byward Farmers Market. This was a critical step in our development since we gained crucial information needed to refine and improve the product. Next, we approached several local retailers to obtain distribution to sell Java-log. The Home Hardware chain was the first to sell our logs locally in their stores. Marc Trudel, a local Home Hardware store owner was one of the early retailers to sell Java-log. He chuckles every time he recounts the first time we met; Joanne and Rod were so convinced of their product's benefits that I needed no convincing; saying no to carry the logs was not an option. Today Marc proudly confirms that "Java-Log was an instant hit with his customers and he had a very hard time keeping them on the shelves."

These experiences gave me the confidence to pursue my dream of building an organization that is innovative with a social conscience. Obviously, the secret to our success has been to continuously innovate to provide better product. We recently made some improvements by replacing our all natural wax with an all natural Renewable wax based of Soy bean, finally found a supplier to provide 100% recycled packaging for both the log wrapper and the box container, and added a natural real wood fire "Crackle" sound. With 7.5 million tons of organic coffee material generated each year worldwide, Java-Log has been able to bridge the coffee lovers and the environmentalists for the shared pure enjoyment of Java-log's brilliance.

It is with unconditional love and my warmest gratitude that I would like thank all my friends, family, partners, advisors, working group, retailers and consumers for the support they have given me since the beginning. It would have been impossible for Java-Log to have achieved its level of success without the help and support from everyone mentioned.

"It is a lonely journey to always travel alone! I am a fortunate man to have traveled with some many good people!"

I hope you continue enjoying Java-Log and do not hesitate to share your experience(s). It was and always will be a very motivational aspect of my daily inspiration.



Rod Sprules
Inventor

www.java-log.com