

## **Molok North America Ltd. Celebrates 15<sup>th</sup> Year Anniversary**

Molok North America Ltd. is pleased to announce that May 5<sup>th</sup>, 2014 marks the company's 15<sup>th</sup> year anniversary. Since 1999, Molok North America Ltd. has helped users save money and the environment with the Molok® Deep Collection™ system. The crane-lift, semi-underground design of Molok® containers proves to be an effective solution for tens of thousands of users across Canada.

### **There's a Story Behind It... It's Deep.**

The Molok® Deep Collection system was created and developed by Veikko Salli in the 1980's in Finland. In the mid to late 1990's, Molok® was introduced to Canada. Research began regarding the Canadian waste and recycling market, and North American sales of Molok® were being directed from Molok Ltd. in Finland. In 1997, Marja Hillis, Veikko Salli's daughter and co-owner of Molok Ltd., came to Canada and began showcasing the Molok® system on behalf of Molok Ltd. at events such as the Canadian Waste and Recycling Expo. Knowing that the Molok® system was a perfect fit, Mrs. Hillis started Molok North America Ltd. in the spring of 1999. She was committed to sharing the user-friendly waste solution of Molok® Deep Collection™ with Canada.

The first few years were a struggle as local waste haulers were not interested in emptying these new generation waste and recycling containers. Molok® was generally seen as a threat to the existing waste industry, a view that was based on a misunderstanding as Molok® was simply introducing a new way of doing things. Because of this lack of support, all sales efforts were focused on municipal, provincial and national parks market, where the park staff was able to empty Molok® containers by using their own equipment.

Since then, Molok® has been accepted by other waste haulers and Molok® Deep Collection™ containers are now being used by restaurants, multi-residential properties, churches, universities, schools, retirement homes etc. across Canada.

2012 saw the Grand Opening of their new 39,000 sq.ft. facility in Mount Forest, Ontario. In 2013, they were recognized as one of Canada's Fastest-Growing Companies, ranking No. 364 on the annual PROFIT 500. In the fall of 2013, Mrs. Hillis ranked No. 84 on the W100 ranking of Canada's Top Female Entrepreneurs.

### **About the Molok® Deep Collection™ system**

Molok® Deep Collection™ containers have vertical, semi-underground design. This design allows the waste to compact, increasing container capacity, and the lower temperatures underground prevent odours and pests. What makes Molok® stand out is the unique emptying method, which offers key benefits not available with conventional containers. Developed with the end user in mind, the Molok® Deep Collection™ system provides a collection point that is safe, efficient and easy to use for everyone.

For more information visit [www.MolokNA.com](http://www.MolokNA.com), email [molok@molokna.com](mailto:molok@molokna.com) or call 1 877 558 5576. Like us on Facebook at [Facebook.com/MolokNorthAmericaLtd](https://www.facebook.com/MolokNorthAmericaLtd)