



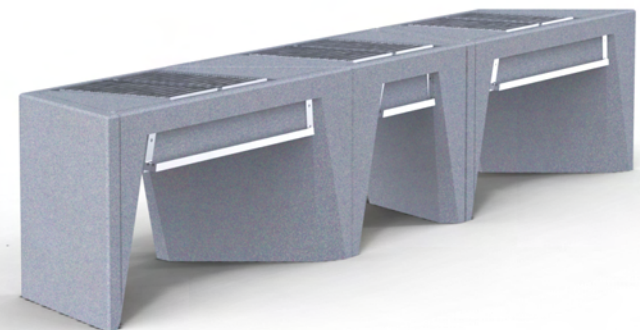
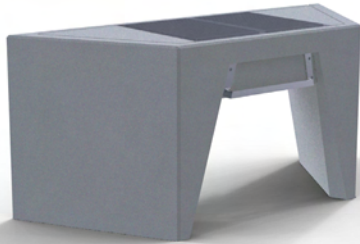
Butch is a barbecue, made for use in public spaces. Cities are getting bigger worldwide, and public parks are growing in number. The latest years, barbecue producing companies are bringing small barbecues on the market that make it possible to grill in the park. As they are unstable and the fire-source is near the ground, it is very unsafe in an environment where kids are playing and dogs are running around.

Unlike these small barbecues, Butch is a heavy, stationary grill that everybody can use. It is a complete barbecue on its own, but can also be placed in a larger composition. Because of its trapezium shape, a lot of forms can be made by putting them together in a certain way. It provides a safer environment because of the centralisation of the fire, and a higher grill level than the small barbecues.

Besides this, there's only a minimal use of charcoal and in further development, grilling on gas is a possibility.

This barbecue is also a product that brings people together. When grilling on Butch, there will be interaction between different groups and friendships can be made.

Butch will be produced and sold by Urbastyle, located in Tournai, Belgium.



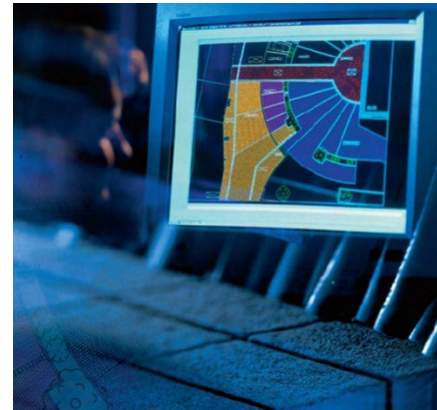
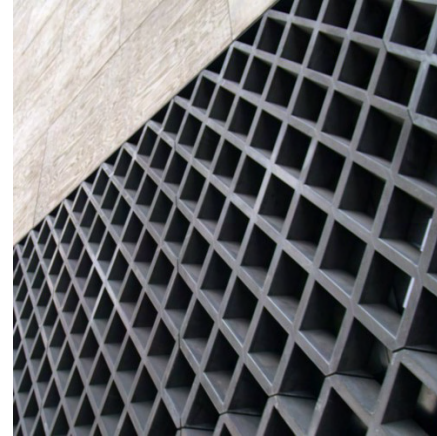
## URBASTYLE - concrete diversity

### VISION

We see the future as a series of blank pages on which we draw boundlessly. At Urbastyle we find great fulfilment in blending artistic design with urban needs and managing both towards effective execution. Satisfaction is what we aim for, not satisfaction! That's most likely why our team of committed craftsmen, engineers, architects and designers see their concrete solutions for public spaces realised throughout Europe. Commitment to the environment are not idle words. Since a lot of our products are used in green applications such as parks and gardens, we devote extra attention to environmental friendly production methods. We make special efforts to avoid the use of chemical products in our production process and all water, for both mixing and polishing, is utilised from a closed re-circulating supply system, thereby minimising both water demand and waste drainage. We're proud to be where we are and even more proud to serve you.

### QUALITY

Among our personal values you'll find: Experience, talent, adaptability, flexibility, imagination, innovation, team work, enthusiasm and commitment. Our professional values comprise: Production control from mould to finishing according the CE-standards and a brand new factory with space for extension. Professionalism. (to cut it short)





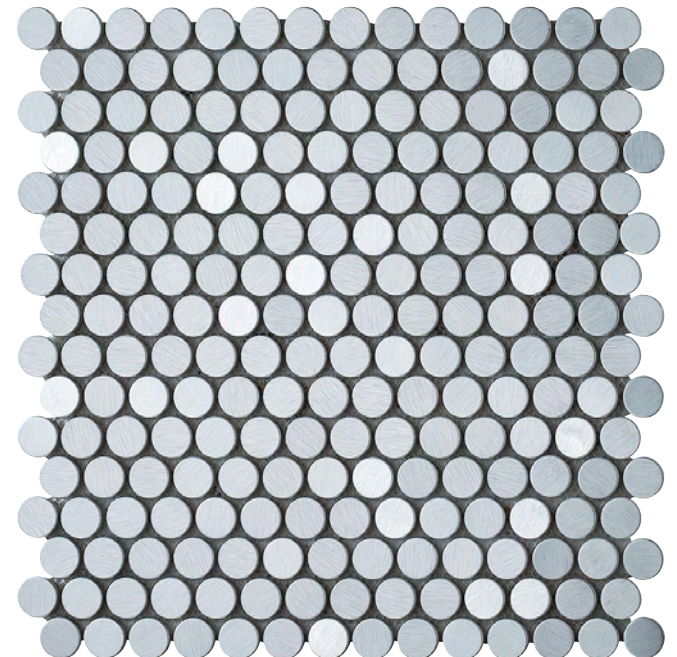
## PRODUCTION

The basic construction material in Butch is concrete. Concrete consists of gravel, cement, water and sand. The sand can be replaced up to 20% by concrete waste, without having a negative effect on the quality characteristics.

In the production method of concrete moulding, nothing gets wasted. The spilled water is captured and re-used for further production.

The second basic construction material is stainless steel. In new bought stainless steel, up to 80% material is already recycled.

Because Butch is purely made out of these 2 very sustainable materials, storage of the product is available in open air. Building big shelters and heating large spaces is not necessary.



## TRANSPORTATION

Besides the ecological production feature, the possibility exists to produce on the spot. In this case, the absolute minimum transportation space of the Butch barbecue is utilized.

Butch has a trapezium shape. It is designed so it can be placed in a lot of different forms. Easy and efficient stacking is another big advantage of this shape. A maximum of barbecues can be stacked in a container, this reduces transportation emissions.

Furthermore, only a minimum of packaging is needed to prevent damage during the transport. Other packaging is not necessary.

There is no retail business, the product is sold from the producing company directly to the consumer. This means that there is a minimal transportation distance.



## SALES

Because of its modularity and construction out of segments, a customer never has to buy too much barbecue space. He can control the amount of barbecue space by choosing how much segments he buys. In this way, the maximum efficiency of each Butch segment is guaranteed.

The barbecue is introduced to the client, who are mostly city governments, by landscape architects and agents. A large marketing campaign, consisting of a big amount of brochures, posters, gadgets, etc. is not applicable.



## USE

Butch is a very sustainable product. The life span of the barbecue can easily go up to 50 years. Nowadays, this is rare in a product that is made in serial production.

Despite the fact that the use of a normal barbecue is not exactly environmentally friendly, there are positive things to say about the use of Butch.

A lot of people grill on the public barbecue at the same time. This does not only ensure that the charcoal is shared and completely used, but also that the concrete gets heated which makes it possible to grill when the charcoal is already extinct, so there will be less CO<sub>2</sub> emission.

This is all possible without losing the authenticity of a traditional barbecue.



## DISMISSAL

Butch can easily be dismantled to the components, existing out of the 2 pure materials; concrete and stainless steel.

Stainless steel is being recycled 100% because of its high value and because a coating is not used. 90% of the concrete waste of our product, will be used in foundation of roads. As mentioned before: in the production phase, up to 20% of the sand used in the making of new concrete, can be replaced by concrete waste.

Because of the durability of butch, replacements and recycling will only occur after many years.



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