



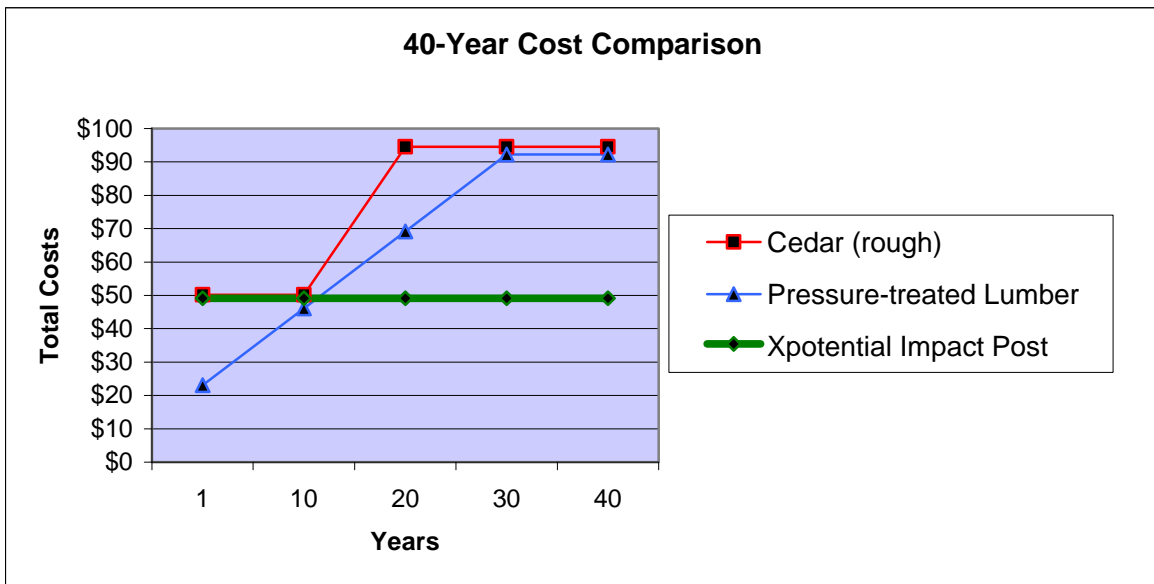
WishboneIndustries  
Site Furnishings

## **Cost Comparison Analysis**

### **Impact Posts**

## Impact Posts

The graph below compares the total costs of 6"x6"x8' impact posts made from rough cedar, pressure-treated lumber, and our competitively-priced Xpotential Impact Posts over their 40-year life expectancy. It illustrates that replacement costs incurred every 10 years for pressure-treated lumber, and every 20 years for rough cedar, drive the total cost to almost double that of the Xpotential posts. Furthermore, each 6"x6"x8' Xpotential Impact Post diverts 780 plastic beverage containers from Canada's landfill sites.



The table below shows that the immediate benefits of Xpotential Impact Posts versus the rough cedar alternative add up to approximately 51% savings over its 40-year life. The savings are slightly less, and take longer to be realized, when comparing Xpotential Impact Posts versus pressure-treated lumber.

Product	Product Life Expectancy	Savings Over Life	Payback Year
<b>Xpotential Impact Post</b>			
- versus rough cedar alternative	40	51.0%	1
- versus pressure treated alternative	40	46.7%	10

Our 3½"x3½"x8' Xpotential Posts also provide savings in excess of 50% and each post diverts 270 plastic beverage containers from Canada's landfill sites.

The following charts disclose our cost comparison methodology for impact posts, and the replacement assumptions upon which the benefits have been calculated. The data provided by our municipal clients is based upon nearly 7 years experience, and has been extrapolated to the product life expectancy.

40-year Cost Comparison												
Product	Dimensions	Quantity	Price	Discount	Sub-total	Taxes	Sub-total	Shipping	Initial Cost	Multiplier*	40-year Cost	
Xpotential Impact Post	6" x 6" x 8'	1	\$43.50	0%	\$43.50	\$5.66	\$49.16		\$49.16	0	\$49.16	
Cedar (rough)	6" x 6" x 8'	1	\$44.40	0%	\$44.40	\$5.77	\$50.17		\$50.17	1	\$100.34	
Pressure-treated Lumber	6" x 6" x 8'	1	\$20.40	0%	\$20.40	\$2.65	\$23.05		\$23.05	3	\$92.21	
Xpotential Impact Post	3 1/2" x 3 1/2" x 8'	1	\$18.36	0%	\$18.36	\$2.39	\$20.75		\$20.75	0	\$20.75	
Cedar (rough)	4" x 4" x 8'	1	\$20.26	0%	\$20.26	\$2.63	\$22.89		\$22.89	1	\$45.79	
Pressure-treated Lumber	4" x 4" x 8'	1	\$9.07	0%	\$9.07	\$1.18	\$10.25		\$10.25	3	\$41.00	

\* Replacement Multiplier  
 The number of times wood products will need to be replaced during next 40 years  
 The life expectancy of a Cedar Post is 20 years  
 The life expectancy of a Pressure Treated Post is 10 years

Costs not included in Analysis  
 - Delivery and installation  
 - Removal and disposal of old posts, installation of replacement posts  
 - Inflationary impact on labor and material costs  
 - Vandalism

Years "In the Green"	1	10	20	30	40
Xpotential Impact Post 6" x 6" x 8'	\$49.16	\$0.00	\$0.00	\$0.00	\$0.00
Accumulated costs	\$49.16	\$49.16	\$49.16	\$49.16	\$49.16
Cedar (rough) 6" x 6" x 8'	\$50.17	\$0.00	\$44.40	\$0.00	\$0.00
Accumulated costs	\$50.17	\$50.17	\$94.57	\$94.57	\$94.57
Pressure-treated Lumber 6" x 6" x 8'	\$23.05	\$23.05	\$23.05	\$23.05	\$0.00
Accumulated costs	\$23.05	\$46.10	\$69.15	\$92.20	\$92.20

Years "In the Green"	1	10	20	30	40
Xpotential Impact Post 3 1/2" x 3 1/2" x 8'	\$20.75	\$0.00	\$0.00	\$0.00	\$0.00
Accumulated costs	\$20.75	\$20.75	\$20.75	\$20.75	\$20.75
Cedar (rough) 4" x 4" x 8'	\$22.89	\$0.00	\$22.89	\$0.00	\$0.00
Accumulated costs	\$22.89	\$22.89	\$45.78	\$45.78	\$45.78
Pressure-treated Lumber 4" x 4" x 8'	\$10.25	\$10.25	\$10.25	\$10.25	\$0.00
Accumulated costs	\$10.25	\$20.50	\$30.75	\$41.00	\$41.00