

# Business Spotlight: Archovations, Inc. of Hudson

*The St Croix County Recycling Program and the St Croix Economic Development Corporation recognize businesses in the County that are making a difference for the environment by manufacturing or selling products with recycled content, instituting internal policies and programs that conserve resources and reduce waste or participating in other activities that make a difference to the environment.*

Archovations, Inc. of Hudson has found it is easy being green! Sarah Atkins, president, had a dream in the early 90's to take a design that her brother invented and bring it to life using recycled material. The product, Cav Clear™, is a flexible resilient polymer mesh used mostly in the construction of large public building projects with brick exteriors. Sarah says, "We couldn't believe all the samples we received, a whole garage full, everything from recycled plastic from pop bottles, recycled x-ray film, and even a sample made from hog hair!" They found that recycled #1 and #2 plastics were the right material at the right price.

As the business grew and changed they accidentally found a new use for the non-woven mesh they had developed. John was tired of hauling pots around the yard that were filled with rocks to maintain airflow and drainage. He had an idea and asked Sarah to try the mesh in the bottom of the pot. She did, it worked and the product Better Than Rocks™ was born. Marketing began on the internet in 2006 and hit garden centers in 2007. Better Than Rocks™ is truly helping gardeners be green it is made of 100% recycled plastic and is 100% reusable.

Archovations, Inc. is also sharing the wealth and keeping many of its operations local. Products are cut and packaged and orders are fulfilled by staff from ProAct in Red Wing, MN that employs people with disabilities; shipping is handled by Valley Cartage in Hudson; and bonding and laminating is taken care of at Federal Foam Technologies in Ellsworth.

St Croix County values Archovations' commitment to the environment and encourages residents to find out more about their products by going to [www.betterthanrocks.com](http://www.betterthanrocks.com) or contacting them directly at 715-381-9700.

*Source: St. Croix County Recycling Newsletter "Your Wasteline" volume 16, number 2, Fall 2008*



*Sarah Atkins and husband John Hoggatt of Archovations, Inc. display one of their products, Better Than Rocks™, which is made from 100% recycled plastic.*