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FOR IMMEDIATE RELEASE:

Burnaby Green Manufacturer is Finalist of 'New Ventures BC'

GR Green Building Products is the only Burnaby finalist of the prestigious New Ventures BC Competition, for the best new business idea of 2008. After fierce competition, a jury narrowed 150 entries to 10 finalists who will joust for cash prizes of over \$200,000 on September 25th.

Local business owners Geoff Wensel and Robert Suggitt had an uncommon vision when they developed the first green, synthetic roofing and siding materials in North America. “We are part of a revolution in manufacturing”, says Robert of their vision for *Application of Responsible, Ecological Manufacture*. “A-REM, for short”, says Geoff with a chuckle, “It’s a reminder to wake up from a century-long deep sleep regarding manufacture’s negative environmental impact.”

“We knew about plastics, construction, manufacture – we are engineers. We also knew about business, we are entrepreneurs, and we have kids...” said Geoff. In 2005, using a regular oven and a rolling pin, they invented a process that produces ‘green’ roofing and siding materials like nothing else on the market.

GR Green products are made from recycled plastic and limestone, don’t off gas during manufacture, don’t crack when nailed, look remarkably like real cedar and slate, are fire-proof, impact-resistant and cost a fraction of the real thing. They are planning a Spring 2009 product launch.

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GR GREEN Cedar and Slate are non-toxic, carbon positive and 100% recyclable, after over 50 years of use. By ensuring nothing is wasted and considering the impact of a product's life cycle on the environment and people's lives, GR GREEN goes beyond sustainability to environmental responsibility in manufacturing.

“Last century, we made incredible technological gains, but we were ignorant, careless. We are aware of the problem, but to design eco-effective, efficient alternatives, requires more than experience and business sense, it needs understanding of human nature and ecological systems. That's what we do at GR.”, said Robert.

GR Green Building Products is now closer than ever to being rewarded for their hard work and uncommon vision. New Ventures BC winners will be announced at an awards ceremony on September 25th. For further information, go to their website www.grgreen.com

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