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## **FOR IMMEDIATE RELEASE:**

### **“New Ventures BC Finalist Remakes the Way We Make Things”**

Designing for the next Industrial Revolution requires an uncommon vision. Geoff Wensel, MBA and Robert Suggitt, P.Eng, of GR Green Building Products have such a vision. They invented a process to produce carbon positive building materials from recycled plastic and limestone. Their creativity is about to pay off - they are finalists in the 2008 New Ventures BC Competition.

GR GREEN’s vision is the Application of Responsible, Eco-friendly Manufacture. “A-REM”, says Geoff with a chuckle, “Reminds us to wake up from a century-long deep sleep regarding manufacture’s 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, so we did it.”

In 2005, in a kitchen, with an oven and a rolling pin, they invented a synthetic roofing and siding material that doesn’t off gas, does not crack when nailed, looks remarkably like real cedar and slate, is fire proof, impact resistant and costs a fraction of the real thing.

GR GREEN products are carbon positive and stand to receive the highest eco certifications. GR GREEN manufactures to a ‘cradle to cradle’ standard where nothing is wasted and the impact of the product’s life cycle is considered, not only on the environment, but people’s lives.

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“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 products will be launched in 2009. For further information, go to their website [www.grgreen.com](http://www.grgreen.com)

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