

Trash to Treasure

Jan 20th, 2010 by Nick Brusatore



Nick Brusatore and Geoff Wensel, Green Entrepreneur

I recently met with a really interesting guy – Geoff Wensel, president of a company called *GR Green*, here in British Columbia. I'm often blown away by the creativity and talent of eco-innovators, and this company was no exception. Geoff, along with his founding partner, Bob Suggitt, have discovered a way to help deal with our plastic problem. This team is using raw materials such as recycled milk jugs and plastic grocery bags, (just a couple of the non-biodegradable items making up the trash floating in our oceans and topping our landfills). They are producing a line of beautiful, waterproof roofing and siding. As a proud advocate of the 'cradle to cradle' philosophy, Geoff explained to me that when using his roofing product, any excess trim can be brought back to the company and processed yet again. In fact, Geoff went further – saying that when one of the homes using this product is ready for demolition, (say fifty years down the road), the entire roof can be returned to the company, ground up, and recycled once again! The best part – the price is comparable, if not **lower** than many traditional roofing options!

Now, that's a clever way to upcycle our current plastic mountain!

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