

# TOP 10 GREEN BUILDING PRODUCTS 2008

## Sustainable Industries

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**T**he growth of rating systems such as the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program has brought a flood of investment dollars into the green building products sector. The daunting task of separating the wheat from the chaff is a challenge for designers, engineers and builders alike—and with the value of the green building materials industry expected to reach \$4.7 billion by 2011, the job isn't likely to get easier in the years to come.

With its third annual Top 10 Green Building Products awards, *Sustainable Industries* aims to recognize companies that stand out as authentic leaders. The winning companies are innovators, pioneers and proven performers in creating high-quality, high-value, resource-efficient products.

This year's winning products were selected based on their ability to meet the following criteria:

- ▷ LEED compatibility
- ▷ Environmental performance
- ▷ Value
- ▷ Scalability/market impact
- ▷ Innovativeness
- ▷ Design aesthetic

In selecting the winners, our panel of expert judges sifted through 80 nominations—a 60 percent increase from the number of nominees in 2007—submitted by *Sustainable Industries* readers. A two-hour meeting yielded 10 products that have the potential to significantly improve green building design in many parts of the world.

## EcoTop

WHO MAKES IT **Klip BioTechnologies**

WEB SITE **www.kliptech.com**

WHERE IT'S MADE **Tacoma, Wash.; Scranton, Pa.**

POTENTIAL LEED NC CREDITS **Materials and Resources c4, c5, c6, Indoor Environmental Quality c4.4**

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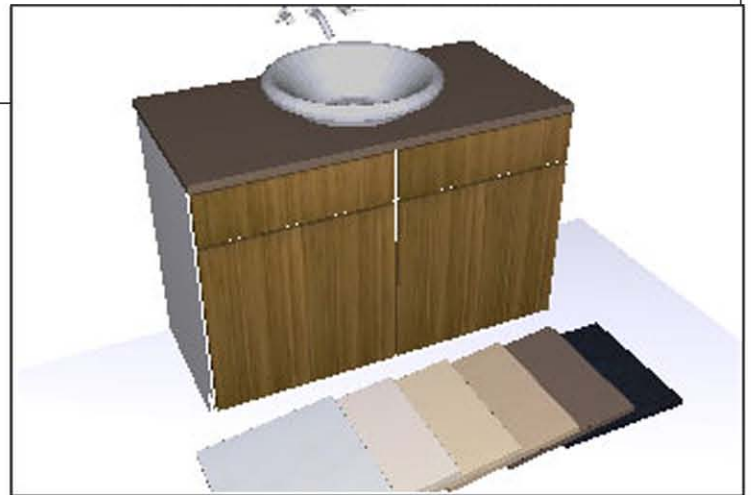
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EcoTop is a second-generation wood fiber-based countertop created by designer and entrepreneur Joel Klippert that tackles numerous environmental issues at once.

Klippert—who won numerous awards for Paperstone, a countertop made of 100 percent post-consumer paper—set out to create a more durable and more aesthetically pleasing countertop that aims to achieve higher wood fiber and resin standards.

The countertop is the first on the market to use both paper and wood fibers—some of which comes from salvaged wood at demolition sites—certified by the Forest Stewardship Council (FSC), as well as rapidly renewable bamboo fibers. Klippert says he wanted to demonstrate that bamboo, because it grows faster and has longer fibers than typical trees, is a better source for making paper products than what's typically used in the United States.

But he didn't stop there. Klippert partnered with Arclin Surfaces to create his



“dream” resin—a petroleum-free, water-based resin that, due to bamboo's longer fibers, absorbs further into the fiber mix, creating a more durable, color-fast product with a much larger color palette than Paperstone, according to Klippert. His work to eliminate petroleum products and increase the use of FSC-certified fibers, “shows a high degree of awareness of the challenges currently presented by the solid surface/countertop market,” according to one judge. Klippert, who sold Paperstone in December 2007, plans to ship his first installment of EcoTop and EcoClad, an exterior siding made of the same materials, by summer 2008.

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### Upcoming:

July 17: CLEAN TECH INVESTMENT AND FINANCE  
August 21: GREEN BUILDING PANEL AND LEED CELEBRATION  
September 18: LOHAS COMPANIES: RESPONSIBLE CAPITALISM

### Prior Forums

Green Legislation and Leadership  
The Future of Green Building — Tools and Technologies for Designing High Performance Buildings  
Authentic Sustainability—Shifting Our Culture and Corporations  
Banking on Sustainable Business  
Microfinance  
Sustainable Management 101: Helping Companies Grow Their Business Through Sustainable Management  
Renewable Energy  
Cleantech  
B Corporations: A New Type of Business That Creates Benefits for All



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