

Meet a Finalist: GR Green

finalists finalist, gr green, pacific northwest region

October 30, 2012



80 percent of all world plastic still ends up in land fills, incinerated or worse, in the ocean. GR Green has developed a new patented process to produce roofs from recycled plastic and limestone.

The Roof of the Future.

Company name: GR Green, Burnaby, BC, Canada

Region: Pacific Northwest

www.grgreen.com | [@GRGreen2](https://twitter.com/GRGreen2)

Elevator pitch

Every GR Green Slate or Cedar roof uses 44,000 plastic bags, 4,000 milk bottles and waste limestone to make a roof that lasts 50+ years, costs less than cedar and 1/3 of real slate and looks so much like the real thing, you can't tell them apart. Our roofing products are also cheaper and perform better than all other synthetic products on the market.

How it changes the world

Given our environmental crisis we need to find ways to recycle discarded plastic and replace heavy polluting manufacturing and old roofing materials, like cedar, with green solutions at an affordable price. GR Green Cedar and Slate fills the gap between ENVIRONMENTAL RESPONSIBILITY and AFFORDABILITY that has been elusive for many products, which although they may be made green, cost so much that using them is unrealistic.

The world is floating in discarded plastic: 1 trillion plastic bags are consumed worldwide but only 1% are recycled; 2 million bottles are used in the US alone every 5 minutes, but only 15% are recycled. In fact 80% of all world plastic still ends up in landfills, incinerated or worse, in the ocean. GR Green has developed a new patented process to produce roofs out of recycled plastic and limestone using a 'Cradle 2 Cradle' closed loop, manufacturing standard, that waste nothing and leaves the smallest environmental footprint of any manufactured roofing product.

Cutting trees to make roofs is not an environmentally sustainable solution. In the 70 yrs it takes to replace 1 old growth cedar to make a cedar roof we lose 14,000 lbs CO2 absorption and 10,000 lbs O2 production, that's enough oxygen to keep a human alive 23 years! GR Green has made it possible for people to own an environmentally responsible roof that looks natural, performs better than the real thing and costs a fraction of the price.

If you win?

Winning the Cleantech Open in Portland was a real highlight of my life with GR Green. I got all choked up when they announced the prize because it proved that the company is doing something valuable for business and mankind. If GR Green is fortunate enough to win at the Global Forum, it will give us the type of recognition which can raise a company profile and assist as we roll out products across North America. The investment funds from winning will also enable GR Green to accelerate the date we can finalize "Cradle to Cradle" certification for our products. I am grateful for being part of this process.

Memorable Cleantech Open moment?

At the Cleantech Open Expo in San Jose last June, GR Green was able to identify seven times the number of strong investment leads that we had identified over the previous 2 years. The Cleantech Open creates a fantastic hub of cleantech companies and interested investors that enabled this to occur. But, the best is to actually establish long-term relationships with experts in green technology and green entrepreneurship that have mentored and supported us. To be able to call them and brainstorm with them has been like winning a second prize. I can't thank Byron MaCann, John Martin Junior and Morgan Rider enough for all the assistance they have given us. Byron actually recommended GR Green enter the competition when riding together from Seattle to Vancouver and the rest is history. Hopefully the story is not yet finished and GR Green will have a long and fruitful path.

