



September 24<sup>th</sup>, 2009

## **FOR IMMEDIATE RELEASE:**

### **Burnaby Company is New Venture BC Competition Finalist**

*After five months of competition, the 10 Best Business Ideas of 2009 have been chosen and one of them was born in Burnaby!*

Burnaby, September 23, 2009 - G.R. Green Building Products Inc. (GR Green), a small Burnaby manufacturing company of eco roofing and siding materials has been chosen, from among 130 New Ventures BC competitors, as sustainability sector finalists.

New technologies like GR Green's are being explored as potential alternatives to solve current environmental problems. GR Green is ready to produce North America's first 'green' roofs and siding made from limestone and recycled plastic bottles and bags. Their products look remarkably like cedar and slate, but do not crack when nailed, are fireproof, impact-resistant, last 5 times longer and cost a fraction of the real thing.

"We make the only 'Carbon Positive' synthetic roofs on the planet!" Says GR Green's President, Geoff Wensel, who is very hopeful of receiving one of 6 cash prizes totalling \$300,000. Even if GR Green does not receive any prize tomorrow, Wensel believes they are already winners, because they are part of a global solution to climate change.

"Our planet is in crises. Overpopulation has laid waste of forests needed to absorb CO<sub>2</sub>, we are drowning in waste plastic and current methods to recycle rubber and plastic often off-gas so badly, they nullify all recycling benefits. Although we need the trees to clean up the air

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we continue to cut cedars to make roofs because they look better than the synthetic alternatives. That did not make any sense to us". Said Wensel. "So, we developed a technology that keeps the cedars in the forest, where we need them the most".

GR Green is competing for \$300,000 in prizes to be awarded at a gala reception on Thursday, September 24th from 5:30 to 8:00 PM at the SFU Segal School of Business in Vancouver. Six prizes will be announced, including 1st 2nd and 3rd BC Innovation Council packages worth a total \$220,000, the BC Hydro \$40,000 Sustainability Prize, the \$20,000 BC Bioenergy Network prize and the British Columbia Innovation Council's \$20,000 Economic Impact Prize.

Established by SFU Business, the competition is operated by the non-profit BC Ventures Society and made possible through the support of private and public sponsors, as well as volunteer mentors and judges. To win, New Ventures BC finalists must convince a jury of venture capitalists, financiers and angel investors that their business idea is commercially viable and that they can execute it in the marketplace. Geoff Wensel, an engineer with an MBA and 25 years of experience in the construction industry says it was like the Dragon's Den to the power of 10. "It's been a lot of work, but well worth it. It has focused our company and streamlined our corporate image".

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