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”A Burnaby Company is Most Likely to Improve BC’s Economy”

Winner of the BC Innovation Council’s ‘Economic Impact Prize’ has been chosen from 180 companies.

Burnaby, October 2, 2009 - 10 companies made the final cut, but G.R. Green Building Products Inc. (GR Green), a Burnaby company manufacturing ‘green’ roofing and siding materials, was selected as the business most likely to generate employment and economic growth in BC.

To win, ‘New Ventures BC’ competitors 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, President of GR Green says of his experience: “It was like the Dragon's Den to the power of 10. It's been a lot of work, but well worth it. It focused our company and streamlined our corporate image”.

New technologies like GR Green's are being explored in BC as potential alternatives to solve current environmental problems. "We make the only 'Carbon Positive', synthetic roofs and siding on the planet!" Says Wensel who is excited about the part the company is playing in finding global solutions to climate change.

"Our planet is in crises. Overpopulation has laid waste of forests sorely needed to absorb CO₂; we are drowning in waste plastic and current methods to recycle rubber and plastic often off-gas so badly, they nullify all recycling benefits. Trees are our planets lungs and we need them more than ever, yet we continue to cut cedars to make roofs - not because they last longer or perform best, but because they look better than the alternatives”.

Geoff and his partner Bob Suggitt, both engineers with long experience in the plastic's and construction industries, set out to change how synthetic building materials are made. "We started with a rolling pin and a kitchen oven", says, Suggitt. "Five years later we have a 'green' product that will create jobs and keeps the cedars in the forest, where we need them the most".

GR Green is ready to produce North America's first 'manufactured 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, cost a fraction of the real thing and are 100% recyclable at the end of their long life.

GR Green received their prize from Dean Rockwell, CEO, BC Innovation Council during a gala reception last Thursday at SFU Segal School of Business in Vancouver.

Contacts:

GR Green:
604-874-7336

Geoff Wensel, President
gwensel@telus.net
www.grgreen.com

New Ventures BC:
604-725-5740

Angie Schick, Event Coord.
aschick@newventuresbc.com
www.newventuresbc.com

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