

people and Pro-Build.”

## Green Products

### **Packaging Involved at Every Stage**

Everywhere you look, you seem to see a magazine cover with green building. It's not just the media that's going green. The movement is also catching throughout the supply chain in the building industry. If you don't believe it, just ask Pierre Cowart, vice president and LEED Accredited Professional (LEED-AP) for Leopardo Construction, a pre-construction, general contracting, construction management and design-build firm in Hoffman Estates, Ill.

At press time, Leopardo was working on, or recently had completed, a total of seven projects seeking LEED Certification or incorporating green roof systems. “We're definitely seeing more clients expressing interest in pursuing LEED [Leadership in Energy and Environmental Design]-certified projects or adding green roofs and other green elements to the project scope,” Cowart says.

As companies like Leopardo begin to experience increased interest, the demand for product is shifting to manufacturers. Titebond® adhesives manufacturer Franklin International in Columbus, Ohio, developed a complete line of green adhesives. The company says its GREENchoice product line features solvent-free adhesives for every application on the construction site and offers the same performance, minus the odor or risks to construction crews or the environment. In addition to using post-consumer recycled material, the company also uses packaging that is a soft, moss-green color, designed around the green building motif for recognition.

While it's currently drawing attention to these products, Franklin says it's no newcomer. “We embraced our obligation to develop environmentally safe adhesives many years before the green movement took root,” says Franklin president Evan Williams. “Franklin launched the GREENchoice program to emphasize our own deep, ongoing commitment to offering products that are safe for the environment, for the crews who apply them and for the people who live or work in the buildings in which our products are used.”

“A lot of consumers may be interested in purchasing green building products,” says Rob Banks, executive-vice president, sales for BuildDirect. “We hope our new green building products page will lead them to the right ones.”

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## **SHELTER**

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