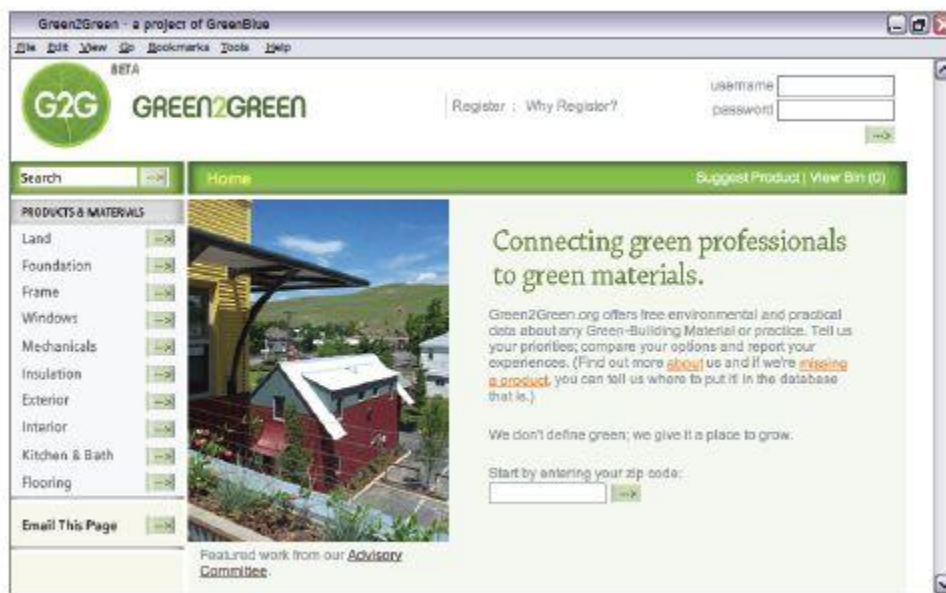


GreenBlue

In November 2007, GreenBlue launched Green2Green.org, a free online green building resource. Green2Green is designed for building professionals seeking technical information and practical advice about green building products. Users can compare products side-by-side on environmental, cost and technical attributes and locate products by zip code, source and dealer location. The site also will include advice from green building experts in order to share best practices and support the growing green building industry.





Connecting green professionals to green building products.

Green2Green.org is a free online resource for building professionals seeking technical information and practical advice about green building products.

Compare green building products side-by-side

Green2Green offers comparisons of products using a variety of environmental, technical and economic criteria. Each product listing features information about basic characteristics, environmental attributes, affordability and performance.

Learn practical advice from experts

Green2Green will present expert advice on how to install, use, maintain and dispose of featured products in order to share best practices in the green building industry. The site will include advice from leading building professionals, public forums on a variety of topics and product feedback from users.

Locate products

Green2Green helps professionals locate products by zip code, source and dealer location, and identifies recycled and salvaged options for products. This unique tool allows for easier, greener product selection.

Green2Green officially launched in November 2007. Green2Green is guided by an advisory committee of professionals representing affordable housing, architecture, academia, development and construction, building supply and environmental advocacy. By providing information about green products and practices, our vision is to support the growing green building industry and to encourage the design of innovative and sustainable buildings that contribute to the wellbeing of people and the planet.

The screenshot shows the Green2Green website interface. At the top, there is a navigation bar with the G2G logo and the text 'GREEN2GREEN BETA'. Below the logo, there is a welcome message 'Welcome, Whit.' and links for 'Sign In', 'Why Register?', and 'My Account'. The main content area is titled 'Home > Insulation > Interior Wall > Bin'. On the left, there is a sidebar with a 'Search' box and a list of 'PRODUCTS & MATERIALS' including Land, Foundation, Frame, Windows, Mechanicals, Insulation (highlighted), Exterior, Interior, Kitchen & Bath, and Flooring. The main content area displays a table of product comparisons for five different insulation products: INNOTHERM, ECOWOOL, BIO BASED SOY, AIRKRETE FOAM, and BRAND X FIBER. The table includes columns for Found Price per sf., Additional Costs, Maintenance per Year, Dealer Distance, DIY, Source Distance, % Recycled Content (PC), Fire Proofing, and R Value/In. The table also includes a 'remove' link for each product name.

	INNOTHERM remove	ECOWOOL remove	BIO BASED SOY remove	AIRKRETE FOAM remove	BRAND X FIBER remove
Found Price per sf.	\$1.84	\$2.45	\$1.92	\$1.49	\$1.22
Additional Costs	no	no	no	no	yes
Maintenance per Year	\$0	\$0	\$0	\$0	\$0
Dealer Distance	13 mi	30 mi	38 mi	312 mi	1255 mi
DIY	●	●	●	●	●
Source Distance	329 mi	300 mi	38 mi	3120 mi	
% Recycled Content (PC)	85%	85%	0%	0%	0%
Fire Proofing	Borate	Borate	Undisclosed	Not Required	Undisclosed
R Value/In.	2.2	3.1	3.9	4.3	3.8

For more information, please contact Whit Faulconer at whit.faulconer@greenblue.org or (434) 817-1424.