



## CAPITALIZE ON THE GREEN BUILDING MOVEMENT



### EXPLORE

how your products support, or could support, LEED projects

### DEVELOP

documentation and presentations for building professionals

### EDUCATE

representatives of your company who interact with the public



Developed by:  
**Green Ideas**  
Environmental Building Consultants

# Our Story

Over the years, while managing over 70 LEED projects, Green Ideas uncovered a missing link in the growing green building industry. Design and construction professionals struggle to gather clear and comprehensive information on green building products, while similarly product manufacturers find it difficult to effectively market to these same professionals.

In response, our project managers developed Greenleaf, an innovative service that bridges the gap between the building professionals and the products.



## CONFIDENCE

What do your team members say when asked about LEED?

Too few manufacturers are able to respond to this question effectively. Chances are the answer is a fumbling myriad of vocabulary that eludes both the speaker and recipient. Through our suite of services your team will be prepared to document and discuss why your product is the answer to the environmental problems of the 21st Century.



# Explore

## Greenleaf Guidance

---

Green Ideas conducts research to guide your company in understanding and improving your product's status in the marketplace. The guidance may include:

- Techniques to offer or recommend accessories compatible with LEED goals
- Comparisons to similar products in the market
- Innovative ways to capture high profile projects and develop case studies
- Concise advice on processes or inputs
- Strategies to stay current with governmental regulations and standards
- Methods to mobilize teams in achieving environmental goals
- Assessments, lab reports and certifications to increase legitimacy of environmental claims

## LEED Credit Interpretation Facilitation

---



To clarify how your product contributes to or complies with LEED requirements, Green Ideas engages the U.S. Green Building Council through a Credit Interpretation Request. A formal ruling (CIR) will be issued and can interpret the product's contribution towards LEED credits or prerequisites including Innovation and Design points.



# Develop

## Greenleaf Environmental Profile Development

Green Ideas collects and presents technical information that design and construction professionals need when selecting products for LEED projects. Information is presented in a one to three-page leaflet or “Greenleaf” detailing the environmental attributes of your product.

**Greenleaf Environmental Profile**  
Integra® Wall Systems

PRODUCT SPECIALIST  
Ed Freymuth  
602-635-3160  
ed.freymuth@egreenideas.com  
http://www.integrawall.com/

**ENERGY CONSERVATION**

Property	Normal	Maximum	Unit
R-value	12	23	R/F-ft/m
U-value	0.08	0.033	Btu/h°-ft²
*Via Permittance	0.0289	0.0209	1/s-in²-ft²
Sound Transmission Class	50	47	n/a

**RESOURCE CONSERVATION**

Material	Pre-Consumer Recycled Content (%)	Post-Consumer Recycled Content (%)	Recycled Natural Materials (%)	Locally Sourced Materials (%)
Reinforcing Bars	>10%	0%	0%	>10%
Rebarbed Steel	0%	0%	0%	0%
Cement	0%	0%	100%	0%
Aggregate	0%	0%	100%	0%

**Greenleaf Environmental Profile**  
Integra® Wall Systems

**MANUFACTURING LOCATIONS**

City	State	Zip Code
Chandler	AZ	85226
Phoenix	AZ	85029
Phoenix	AZ	85018
Phoenix	AZ	85024
Tucson	AZ	85705
Tampa	AZ	85265
Needle	CA	92561

**EXTRACTION POINTS**

City	State	Zip Code
Apacheville	AZ	86034
Maricopa	AZ	85138
Catalina	CA	92034
Manufacturing Point		
San Jose	CA	95121

**COMPATIBLE ACCESSORIES**

Supafix also offers SPEC MIX® (flexible, mortar and grout which contains pre-consumer recycled content and is regionally extracted and manufactured). SPEC MIX® also offers equipment and programs that assist general contractors in successfully achieving Construction Waste and Construction M2 Management Programs.

**WASTE MANAGEMENT**

In today's building climate, concrete masonry wall end-caps in a landfill. Whole masonry units that are leftover can be saved for maintenance purposes, reused or donated. Pallets leftover from cutting and trimming are consistently recycled into base course aggregate. Most construction haulers today divert concrete products from landfills.

This Greenleaf Environmental Profile was developed in collaboration with Green Ideas

## Environmental Profile Evaluation

For manufacturers who currently have environmental profiles for their products, Green Ideas can evaluate marketing materials for clarity and accuracy. Our consultants provide specific recommendations on what to collect and how to present technical data relating to green building rating systems such as LEED.

## Presentation Preparation

Green Ideas reviews and/or develops product presentations designed to communicate your product's potential to reduce environmental impacts, while contributing to green building rating systems. The service includes a brief training session to assist sales and marketing teams in delivering presentations with confidence.



# Educate

## Implementation and Education

---

Green Ideas can provide an educational seminar to help your team understand the relevant environmental impacts of building products and processes, how your products reduce or eliminate those impacts and how your products and literature support green building rating systems such as LEED. This program is most effective once Environmental Profiles are complete and presentation slides (for external use) have been developed.



## Employee Training Programs

---

This service is intended to create an ongoing program to maintain and enrich the knowledge level of team members developing and marketing your products. Green Ideas will assist in creating internal educational materials such as literature, presentations and videos aimed at building on the environmental performance of your company and its products.

