



**GREEN2GREEN** <sup>SM</sup>

Connecting green professionals to green building products.

## Sponsorship Invitation

# Why sponsor Green2Green<sup>SM</sup>?

## Green2Green responds to market demand for green building product information.

While there is unprecedented interest in green building design and practice, the lack of accessible, credible information about green products makes it difficult for building professionals to make educated decisions. Green2Green is the only tool that allows users to compare building products side-by-side on a variety of environmental and technical criteria.

## Green2Green is a credible source of environmental information.

Green2Green displays manufacturer-supplied and third-party certified data on attributes such as indoor air quality, energy use, human health and safety, and environmental impact. The site was developed by the nonprofit institute GreenBlue through four years of research and input from an advisory board of leading green building professionals.

## Green2Green connects green builders to 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 is an objective source of information.

Green2Green does not make a judgment about which product attributes should matter most to building professionals. Instead, the site displays all relevant attributes about each product and gives users the information needed to make their own judgments. We don't define green; we give it a place to grow.

## Green2Green understands the practical concerns of builders.

Builders need more than data – they need the “word from the job site.” Green2Green was designed to feature advice from practicing building professionals on how to install, use, maintain, and dispose of the products listed on the site, and to allow users to report their experiences using the products.

## Green2Green helps product manufacturers showcase green products.

Any manufacturer can list a product on Green2Green, free of charge, and the system will reveal how it compares to its peers. In this way, Green2Green gives companies that make innovative products a chance to compete on a national scale.

# Sponsorship Information

Thank you for your interest in sponsoring Green2Green. Green2Green is currently online in beta version and we are soliciting product listings for an unveiling at Greenbuild in November 2008. We invite your support in helping us to:

- Add product listings
- Improve site functions
- Promote the tool widely among the green building industry
- Oversee ongoing maintenance of the site

## Founding Sponsor Benefits

- Appearance at Green2Green launch event
- Lifetime recognition as a Green2Green founding sponsor on the Green2Green supporters page

## Ongoing Sponsor Benefits

- Logo on Green2Green home page
- Name and/or logo on ads provided by media sponsor
- Recognition in Green2Green marketing materials
- Logo on Green2Green event displays
- Industry recognition of company's leadership in supporting the growth of the green building industry

## Cost Schedule

*Founding sponsors secure the right to retain sponsorship slot on an annual basis, subject to renewal fees*

Initial sponsorship	\$25,000 (starts June 1, 2008)
Renewal – Year 2	\$35,000 (starts June 1, 2009)
Renewal – Year 3	\$50,000 (starts June 1, 2010)

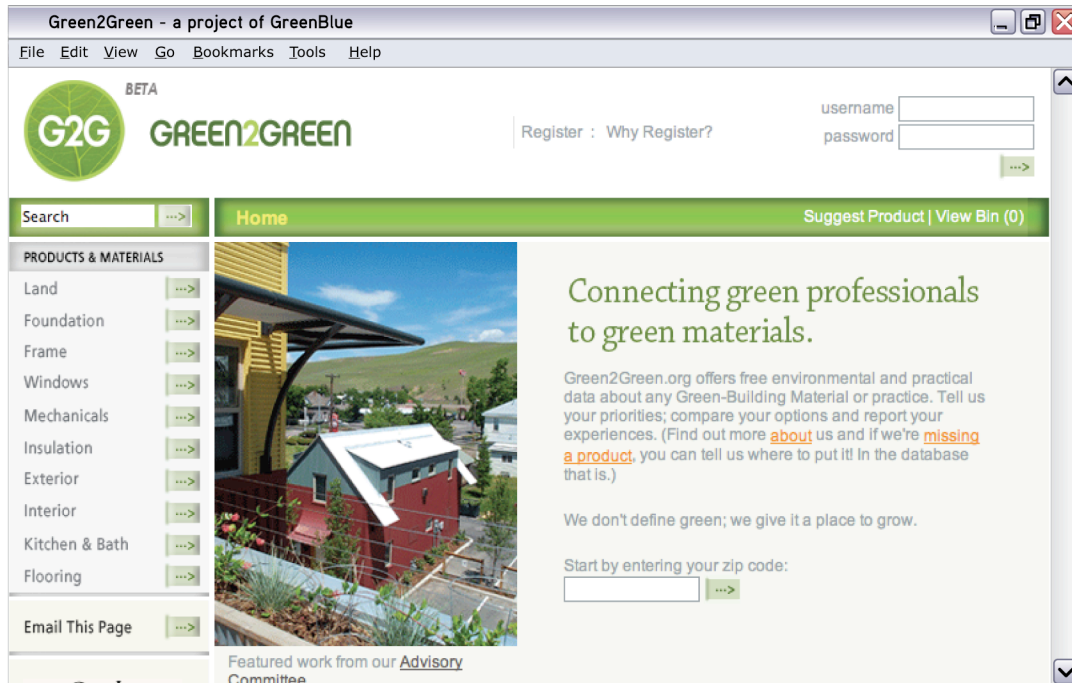
## Legal Information

GreenBlue is a registered 501(c)(3) not-for-profit organization committed to sustainable design. A portion of each sponsorship is tax-deductible as a charitable contribution. For more information, please contact:

Whit Faulconer, Project Manager  
GreenBlue  
600 East Water Street, Suite C  
Charlottesville, VA 22902

*Tel* (434) 817-1424 x304  
*Fax* (434) 817-1425  
*Email* whit.faulconer@greenblue.org


# An Introduction to Green2Green.org



Green2Green features building products from the following categories: Insulation, Site, Foundation, Frame, Windows, Mechanicals, Interior, Exterior, Kitchen/Bath, Flooring, and Finishes/Adhesives.



**Cocoon**  
[US GreenFiber, LLC](#)  
 2500 Distribution Street  
 Charlotte, NC 28203



**Installation** [Your Comments](#)  
 While ambitious or experienced handy-folk may want to take advantage of the do-it-yourself options, professional installation is also available

**Use** [Your Comments](#)  
 Replace with your thoughts


**Maintenance** [Your Comments](#)  
 no real maintenance issues over time. Some may warn of settling risks but that is generally an outdated concern. The new generation of most all blown-ins show great performance.

**Disposal** [Your Comments](#)  
 Do not burn. Check with local municipal recyclers, this material can be recycled

[View Comments](#)   [Locate Dealer](#)

**Product Facts**

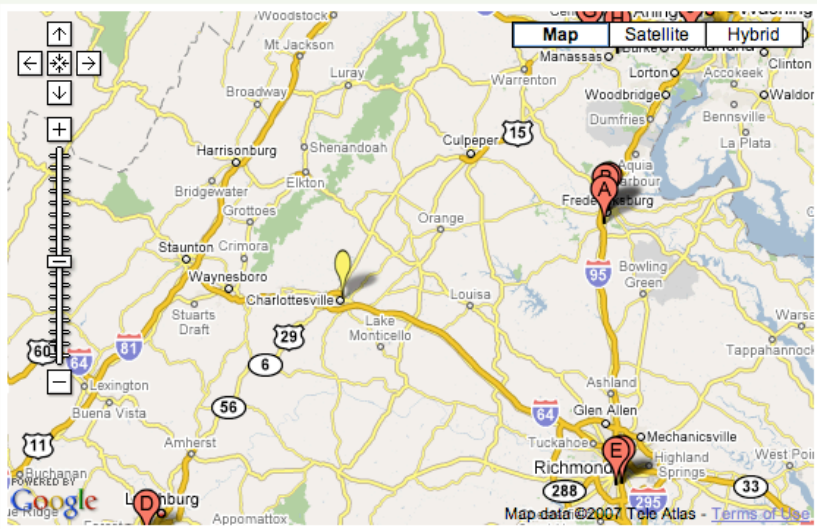
Values in orange are averages of data users [report](#). [Click Here](#) to report your data.

Attributes	Values
Identifying Material	Cellulose
Certifications	
Form	loose fill
Required Professional	no
Dealer Distance (mi)	
Source Distance	178 mi
Found Price (\$/ft <sup>2</sup> R)	
Recycled Content (PC)	80 %
Protective Gear Required	basic
Fire Proofing Method	Borate treatment
Maintenance Cost (\$/yr.)	
R Value	3.7 R/in
Resists Mold	
Resists Pests	yes

Each product listing has information about basic characteristics, environmental attributes, and cost.

Home > **Locate**
Suggest Product | View Bin (0)

## Locate New, Recycled, and Salvaged Insul-Panel



Distance (mi)	Name	Distributors	Address	Products Sold
A 56.52	ABC SUPPLY CO. INC. (540) 371-4900	234 Industrial Court FREDERICKSBURG, VA 22408		<a href="#">Insul-Panel</a>
B 57.79	Allied Building Prod. Corp. (504) 907-6499	2380 Plank Rd. Fredericksburg, VA 22904		<a href="#">Insul-Panel</a>
C 58.42	MID ATLANTIC FOAM (540) 373-1800	P.O. Box 742 FREDERICKSBURG, VA 22404		<a href="#">Insul-Panel</a>

The site locates a product's dealer locations and source distances based on a user's zip code, and automatically identifies locations for recycled and salvaged options for all products.