greenscreen®

Press Release

greenscreen® is the first green wall manufacturer to complete ISO compliant, third party verified product Life Cycle Assessment (LCA).

LOS ANGELES, CA…Green wall manufacturer **green**screen® announces that it has completed the third party verification process for its ISO 14040/44 compliant LCA model and report. The third party verification for ISO compliance of the LCA model and report was conducted by PE INTERNATIONAL, the international market leader in strategic consultancy, software solutions and extensive services in the field of sustainability. Completing the third party verified, compliant LCA process is the first step in a three step process towards an Environmental Product Declaration (EPD) and is used as the basis for establishing the parameters of Product Code Rules (PCR). The LCA study analysis measures long term environmental results using the consistent set of metrics and decision making framework as developed by the Environmental Protection Agency (EPA) Tools for the Reduction and Assessment of Chemical and Other Environmental Impacts (TRACI) program. The TRACI impact categories include:

- Acidification Potential
- Eutrophication Potential
- Global Warming Potential
- Ozone Depletion Potential
- Smog Air

The LCA methodology followed the guidelines and protocols as set forth by ISO 14040 and by definition, a Life Cycle Assessment is carried out in four distinct phases; Goal and Scope Definition, Inventory Analysis, Impact Assessment and Interpretation Results

With 18 years of experience and over 5,000 installations, **green**screen® is the leader in green wall facade technology and this first to market sustainability initiative reaffirms the continued desire to provide designers and specifiers with the necessary tools to aid in the design of sustainable buildings and landscapes in the future. According to the MindClick/SGM Study of Sustainability Trends in the Building Industry, 57% of architects, designers and specifiers surveyed ranked conducting a product Life Cycle Assessment as the most important sustainability practice.

Dean Hill, ASLA, Director of Sustainability for **green**screen® feels that the completion of the LCA process is "just another step in the continuation of a corporate commitment to sustainability, while providing our customers with the greatest overall value in green wall technology". "Working directly with CLEAN Agency, based in Pasadena, CA, and PE INTERNATIONAL to complete the process required a significant investment in human and financial resources, but we felt that it was imperative to be the first product manufacturer in the green wall industry to undertake and complete this initiative to amplify our leadership role".

CEO John Souza, and EVP James Sable of **green**screen®, share Dean's enthusiasm for corporate environmental responsibility. "We have invested in our sustainability initiatives and are willing to develop, foster and forward an aggressive environmental mission while at the same time maintaining a commitment to a quality product. As a company with a history dedicated to establishing sustainable environmental practices, we will continue to pursue and investigate methods that will measure our impacts on the environment and provide our customers with the sustainability information that will be integral to the design of sustainable architecture and landscape architecture projects in the future."

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Press Release continued

In the past few years, **green**screen® has been providing more resources to the design professions regarding sustainability. In 2011, **green**screen® made available a critical review of credit contributions that green facade walls can make towards USGBC's LEED-NC certification and also forwarded a peer reviewed analysis of credit contributions that could be achieved by incorporating green facade walls into Sustainable Sites Initiative™ guidelines and performance benchmarks. Designers can also download additional **green**screen® environmental information including a Recycled Content Declaration and Environmental Policy Statement from the website.

To learn more about the sustainability initiatives at **green**screen®, visit www.greenscreen.com.

About **green**screen®: Headquartered in Los Angeles, **green**screen® manufactures a unique three-dimensional welded wire trellising system that creates a captive growing space for plants to flourish and intertwine. Made from recycled steel, **green**screen® is based on the environmental principles to "design with nature" and integrate plant material into our built environment. By incorporating vegetation into a project's scope, significant environmental benefits can be achieved. Research studies have concluded that green facades can contribute to increased building energy efficiency, water efficient landscapes, reduction of the Urban Heat Island Effect and carbon sequestration. For more information on **green**screen®, visit www.greenscreen.com or call 800-450-3494.

About green walls: A Green Wall, also commonly referred to as a vertical garden, is a descriptive term that is used to refer to all forms of vegetated wall surfaces. Green wall technologies may be divided into two major categories: Green Facades and Living Walls. Green Facade walls are a vertical structural system either attached to a building or free standing that supports the growth of vines or climbing plants that originate either in at grade planting beds, raised planters or containers. Green Facades are essentially passive in their needs for irrigation and maintenance when used with appropriately chosen vines. For more information on green walls, download Introduction to Green Walls: Technology, Benefits & Design.

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