


Selling to the Green Building
and Government Sectors

**Marketing Tire Derived
Products to Architects
and Contractors**

May 7, 2008



Agenda

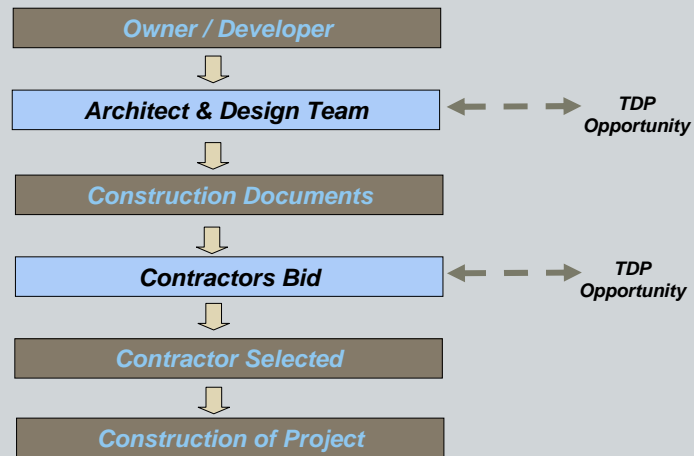
- General Design and Construction Process
- Marketing to Architects & Contractors
- LEED Opportunities and Marketing
- Next Steps for TDP Manufacturers



CIWMB Tire-Derived Product Business Assistance Program



General Design and Construction Process



CIVMB Tire-Derived Product Business Assistance Program



Architect and Design Team

Design and Selection of Products

- Construction Documents
 - Plans
 - Specifications



CIVMB Tire-Derived Product Business Assistance Program



Construction Documents

- Architects and Engineers Select Specific Products and Include in Specifications
- Specifications List “Approved Equal” Products or Manufacturers

CIVMB Tire-Derived Product Business Assistance Program



Contractor Bidding Process

- Contractors Create Bids Using the Drawings and Specifications
- Contractor Initially Selects the Products to Use in Constructing the Project
- After Project is Awarded, Architect Must Approve the Materials and Products used by the Contractor

CIVMB Tire-Derived Product Business Assistance Program



Marketing Products to Architects

CIWMB Tire-Derived Product Business Assistance Program

RWBEEK

Tools Used to Market to Architects and Contractors

- Catalogs



- Product Sheets (“Cut Sheets”)



- Sales Representatives



- Conferences / Product Shows



GREEN BUILD

CIWMB Tire-Derived Product Business Assistance Program

RWBEEK

Catalogs and Online Databases

- Two types:
 - Single, Large Manufacturer with Many Products or Lines
 - Comprehensive Catalog or Database with Many Different Manufacturers Products
 - Sweets / Grainger
 - Green Format – CSI

CIWMB Tire-Derived Product Business Assistance Program



Product Sheets or “Cut Sheets”

Introducing the new RB Silent-Tread XL™
 A new standard in tire safety and performance.

Key Features:

- Superior wet grip performance
- Enhanced tread life
- Improved fuel economy
- Superior handling and steering
- Superior braking performance
- Superior ride and comfort

Typical Properties:

Property	Value	Units
Rolling Resistance	8.5	mm
Wet Grip	1.2	mm
Wear	1.5	mm
Stiffness	1.2	mm
Rolling Noise	1.2	mm

Typical Properties

Property	Value	Units
Rolling Resistance	8.5	mm
Wet Grip	1.2	mm
Wear	1.5	mm
Stiffness	1.2	mm
Rolling Noise	1.2	mm

Key Features:

- Superior wet grip performance
- Enhanced tread life
- Improved fuel economy
- Superior handling and steering
- Superior braking performance
- Superior ride and comfort

Key Features:

- Superior wet grip performance
- Enhanced tread life
- Improved fuel economy
- Superior handling and steering
- Superior braking performance
- Superior ride and comfort

Property	Value	Units
Rolling Resistance	8.5	mm
Wet Grip	1.2	mm
Wear	1.5	mm
Stiffness	1.2	mm
Rolling Noise	1.2	mm

CIWMB Tire-Derived Product Business Assistance Program



Sales Representatives

- Company Sales Representative
 - Large Companies and Manufacturers
 - Example: ECOsurfaces Flooring
- Independent Sales Representative
 - Represents Several Product Manufacturers or Product Lines
 - Example: Lighting Fixture Sales Representative

CIWMB Tire-Derived Product Business Assistance Program



Marketing Tools – Additional Information

- Sales Reps:
 - Compensation
 - Direct contact with architects
- Catalogs/DB/cut sheets
 - Used as reference for architects for Specs
- Product Shows
 - Large shows with many product reps/displays
 - Niche shows / product or industry specific

CIWMB Tire-Derived Product Business Assistance Program



LEED Opportunities

CIWMB Tire-Derived Product Business Assistance Program



LEED Rating Based on Points Achieved



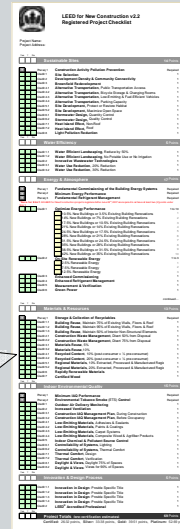
1,000+ Projects Registered in California

CIWMB Tire-Derived Product Business Assistance Program



TDPs Support LEED Points

Materials & Resources		13 Points
Prereq 1	Storage & Collection of Recyclables	Required
Credit 1.1	Building Reuse , Maintain 75% of Existing Walls, Floors & Roof	1
Credit 1.2	Building Reuse , Maintain 95% of Existing Walls, Floors & Roof	1
Credit 1.3	Building Reuse , Maintain 50% of Interior Non-Structural Elements	1
Credit 2.1	Construction Waste Management , Divert 50% from Disposal	1
Credit 2.2	Construction Waste Management , Divert 75% from Disposal	1
Credit 3.1	Materials Reuse , 5%	1
Credit 3.2	Materials Reuse , 10%	1
Credit 4.1	Recycled Content , 10% (post-consumer + ½ pre-consumer)	1
Credit 4.2	Recycled Content , 20% (post-consumer + ½ pre-consumer)	1
Credit 5.1	Regional Materials , 10% Extracted, Processed & Manufactured Regio	1
Credit 5.2	Regional Materials , 20% Extracted, Processed & Manufactured Regio	1
Credit 6	Rapidly Renewable Materials	1
Credit 7	Certified Wood	1



LEED Specific Product Cut Sheets

ECOsurfaces[®] COMMERCIAL FLOORING & LEED

How ECOsurfaces Flooring Systems Can Contribute To Obtaining LEED® Credits

How ECOsurfaces Can Contribute:

ECOsurfaces Commercial Flooring is comprised of shredded and cleaned SBR tire rubber (100% post-consumer waste) and colored EPDM flecks (30% pre-consumer waste). The result is a polymerically bound floor with very high-recycled content.

Recycled content is defined in accordance with the International Organization for Standardization® document, ISO 14021 – Environmental labels and declarations:

- Post-consumer material – waste materials diverted from the waste stream after consumer or commercial use.
- Pre-consumer material – materials diverted from the waste stream during the manufacturing process. Excluded is reginal, rework or scrap.



LEED Specific Product Cut Sheets

The collage displays several product cut sheets for LEED certification. A central callout box highlights a specific product with the following details:

- 41%** of all the products are LEED certified.
- 41%** of all the products are LEED certified.

Other cut sheets in the collage include:

- A cut sheet for a product with a green circular graphic and text.
- A cut sheet for a product with a pie chart showing 41% and text.
- A cut sheet for a product with a photograph of two people in an office setting and a '41%' graphic.

Steps to Marketing TDPs

Steps to Marketing TDPs

- Research Availability, Feasibility and Costs of Independent Sales Reps for TDPs
- Create Marketing Materials
- Product Databases and Catalogs
 - Requirements for Listing
 - Potential Certifications Required
 - Green Format

CIWMB Tire-Derived Product Business Assistance Program



Identifying Sale Representatives

- What is the TDP Application?
- What Products Do TDPs Compete With?
- Identify Sales Representatives in Representing These Products or Classifications of Products
- Fees and Commissions

CIWMB Tire-Derived Product Business Assistance Program



Creating Marketing Materials

Product or Cut Sheets

- General Product Sheet and Information
 - Specifications, Performance, etc
- Specific LEED Supporting Information
 - Materials and Resources Credits 4.1 and 5.1
 - Post and Pre Consumer Recycled Content
 - Regional Processor / Manufacturer

CIWMB Tire-Derived Product Business Assistance Program



Product Databases and Catalogs



- Comprehensive “Green” Products Database
- Gathers and Stores Standard Set of Green Product Criteria

CIWMB Tire-Derived Product Business Assistance Program

