



CASE STUDY: PLYBOO® & DURAPALM®

PLYBOO AND DURAPALM PRODUCTS

Now Available Through GreenWizard's Searchable Green Product Database

Maker of Bamboo Plywood and Bamboo Flooring Will Access a Growing User Base of LEED-oriented Architects, Specifiers, and Contractors

Plyboo® and Durapalm® have quickly achieved the status of elite green products through their durability, performance excellence, the renewability of their source materials, and their non-toxicity. As a result, the maker of Plyboo and Duraplam, Smith & Fong Co., has achieved an enviable market-leader position. Plyboo is the leading brand of bamboo plywood and bamboo flooring, and Durapalm is the collective name for a whole range of flooring and plywood that is derived from reclaimed palms. For these products, Smith & Fong has also sought, and received, third-party green validation and certification. Indeed, Smith & Fong was the world's first company to offer formaldehyde-free, FSC-certified bamboo. The FSC certification is a badge of honor in many green certification systems, and the formaldehyde-free feature qualifies Plyboo and Durapalm for acknowledgement in a wide range of indoor air quality (IAQ) ratings as well.

REACHING AEC SPECIFIERS

With such exemplary green products, and the natural eligibility Smith & Fong's products have for a variety of LEED points, the Company was eager to reach members of the AEC community who are specifying materials for LEED and green construction projects. That's what made GreenWizard a natural partner for Smith & Fong's outreach, and they recently put their detailed product attributes into the GreenWizard product database. GreenWizard is a web-based expert system that allows architects, engineers, and contractors to cross-search, compare, source, and document products for LEED commercial construction. In the database, members of the AEC community can see the Smith & Fong products, but they can also view any third-party certification that the products have achieved, and even what LEED point categories the Smith & Fong products might be eligible for.



ABOUT PLYBOO®

Smith & Fong Co. is the manufacturer of Plyboo®, the most respected name in bamboo plywood and bamboo flooring, and Durapalm®, an exotic and beautiful range of flooring and plywood derived from palms. Smith & Fong was the world's first company to offer formaldehyde-free FSC-certified bamboo, and the company's FloorScore® certified flooring and IndoorAdvantage Gold™ certified plywood are found in design-rich commercial and residential environments worldwide, where sustainability meets innovation.

More info: www.Plyboo.com

“We heard that GreenWizard was an up-and-coming listing for green products aimed specifically at an audience we want: specifiers who are working on large-scale, green commercial projects,” said Smith & Fong media assistant, Michelle Dong.

“Entering the products in the database was pretty simple for us,” Dong continued. Smith & Fong supplied a spreadsheet and links to images of their products, and they were able to display 20 core product lines, while taking advantage of the chance to post their product lines in GreenWizard’s interactive, searchable database. The result is that anyone using the GreenWizard platform can efficiently navigate the most current database of green building products. And as an added plus, the database provides specifiers with the documentation they’ll need for LEED accreditation.

About GreenWizard

GreenWizard, Inc, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only web-based software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: www.GreenWizard.com.