



CASE STUDY: US TILE

US TILE BRINGS CERTIFIED GREEN PRODUCTS TO GREENWIZARD'S AEC LEED PRODUCT SPECIFIERS

Now Available on Green Wizard:

US Tile Clay Roofing Products... All Natural, 100% Recyclable, With Up To 59% Recycled Content

It's hard to knock a building product that is all-natural, made from the earth, and 100% recyclable. Indeed, these are just some of the attributes that make US Tile clay-roofing products eligible for so many LEED credits. When you also consider the fact that US Tile products have up to 59% recycled material content, and that they are delivered through an optimized supply chain, then you'll fully realize why the Company's products are a favorite among specifiers looking to maximize their LEED credits.

US Tile has really gone to great length to be green, in every aspect of its operations – from raw material sourcing to product delivery – and the Company is widely admired for its efforts. In fact, in one recent year of operations, US Tile used over 48 million tons of recycled materials in its roofing products. According to the Company, the energy saved is equal to the energy consumed by 84,000 homes or the annual emissions from 108,000 cars.

US Tile efforts to go green have not stopped with natural products and an efficient supply chain. Today, US Tile is also the only roofing tile in the world to earn the prestigious Cradle-to-Cradle certification for environmentally sustainable products. (All of the Company's domestically produced products are Cradle to Cradle certified.)

With a green story this strong, one of the few challenges US Tile faces is how to access the specifiers who want green features and value the efforts that US Tile has put into its entire product line. So, with their LEED credit eligibility and third-party certified status, US Tile sought out online green product databases...and that's when they linked up with GreenWizard.

GreenWizard is a web-based expert system that allows architects, engineers, and contractors to cross-search, compare, and document products for LEED and green commercial construction.



ABOUT US TILE

Sustainable Solutions - Without Compromising Aesthetics, Performance or Cost.

Made from the earth, US Tile clay roofing products are all natural, 100% recyclable, with a recycled material content of up to 59%, minimizing the environmental footprint and maximizing LEED credits. The Company's raw materials are sourced locally, ensuring minimal transportation footprints as well. In fact, in 2008, US Tile used over 48 million tons of recycled materials in their roofing products. That is equal to the energy used by 84,000 homes or the annual emissions from 108,000 cars. Featuring a wide variety of kiln-fired colors and styles, US Tile clay roofing products are unsurpassed in aesthetics and durability, and they are covered by a transferable lifetime limited warranty that includes fade and labor coverage.

Architects and builders using the LEED system for sustainable building have a distinct advantage when using US Tile products. The Company's products offer more LEED point opportunities than any other sloped roofing product in the nation. US Tile also has dedicated LEED APs on its staff to help companies realize their maximum LEED point opportunities, underscoring the Company's commitment to its customers to be their primary solution for environmentally responsible roofing systems without compromising the superior aesthetics and durability of clay tile.

Learn more: www.USTile.com

Today, 800+ manufacturers and 200+ AEC firms, representing more than \$300 million in project value, actively access the GreenWizard database, where they can see a wide range of products, listed along with their potential LEED credit eligibility and any third-party certification the products have earned.

"We have a vested interest in getting in front of the greenest designers and product specifiers in the country, and GreenWizard offers us that access," said, Mark Domingo, who is a manager of US Tile's social media and marketing. "With GreenWizard, it's extremely easy for like-minded environmental companies to find our products."

By accessing GreenWizard's AEC LEED specifiers through its online product database – a user base that continues to grow dramatically as AEC firms become aware of GreenWizard's capabilities – US Tile also gains access to GreenWizard's Workflow Pro product, which can further enhance specifiers' access to US Tile products. With Workflow Pro, users can build and document construction projects, and search for building products in GreenWizard's database based on product category, region, green attributes, and GreenRank. Upon completion of their projects, users will be able to automatically generate LEED documentation for submission to LEED online for project certification by the USGBC.

"We have 69 US Tile products loaded in GreenWizard," added said, Mark Domingo, "and with each product listing, the product specifiers can see the LEED credit eligibility, as well as any other third-party rating, right there next to the product listing, such as our Cradle-to-Cradle rating. Loading our tile products was very simple and straightforward. It was easy. And best of all, it's free to be listed with GreenWizard."

"We have our products in other green product databases, but these present just static product lists, and they don't have the tagging and searchable / interactivity that GreenWizard offers," Domingo explained. "Moreover, what we have found with GreenWizard is that their database not only presents the products in a dynamic way, but GreenWizard's users really are our sweet-spot customers. We're getting in front of the right people at the right time during the buying process."

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.