

Building & Remodeling with FSC



Commercial Construction



Residential Construction

The Inside Scoop

The green building industry continues to grow with every year and many industry experts are calling on 2007 as the year that green building in the residential sector will become an industry mainstay. According to Harvey Bernstein, V.P. of Industry and Analytics and Alliances for McGraw Hill Construction, “green building will reach its ‘tipping point’ by 2007 using conservative estimates. This is profound. As any industry crosses from being ‘less involved’ to ‘more involved,’ it means the rest of the industry will be forced to follow, and the ‘green homes’ of today will become the standard homes of tomorrow.” Following on Mr. Bernstein’s ‘conservative predication is the astounding success of the West Coast Green Conference and Expo in September 2006 that drew over 4,000 attendees and the launching of LEED for Homes in January 2007; it is clear that the FSC industry needs to communicate its position as the only certified forest products that are accepted by all green building programs in North America.

What is *Building & Remodeling with FSC*?

Building & Remodeling with FSC will become a cornerstone document for your company to market, communicate and sell your FSC certified products to homebuilders, homeowners, and remodelers.

Entry level (\$1,500)

- Your company logo & website will appear on the back cover page
- Your company will receive 150 copies to distribute to your sales team, distributors, customers, etc.
- A display rack for product brochures in the *FSC House* at GreenBuild 07

Levels of Participation

Sales Pro level (\$5,000)

- Your company logo & website will appear on the back cover (large size) of the *B&R with FSC* guide
- Your company will receive 200 copies of the guide to distribute to your sales team, distributors, customers, etc
- A PDF version of the guide will be provided for use on your website
- Your company’s logo will be apart of a national advertising campaign in Environmental Design & Construction
- Your company’s products will be featured in the *FSC House* at GreenBuild ‘07
- Only Sales Pro level sponsor’s logos and websites will be featured on the www.fschouse.com website

Additional Outreach Plan

- Forest Products Solutions will send 100 copies of the guide to each LEED for Home provider, the Canadian Green Building Council and Build it Green (BIG) in California for further distribution to their builders.
- Copies of *Building & Remodeling with FSC* will be distributed at the West Coast Green and GreenBuild conferences in 2007.
- A PDF version of the Building & Remodeling guide will be available at www.fschouse.com

Building & Remodeling with FSC—An Outline

1. An Introduction to the guide

Including an endorsement by a residential green building expert and forestry professional.

2. Forest certification and the Forest Stewardship Council (FSC)

Brief history, structure, types of certifications, labels, etc.

3. Building Single and Multi-family Homes

This section will provide homebuilders with knowledge of how FSC products apply to green building projects, where to find products, and how to market the homes with FSC.

4. Remodeling with FSC

This section will cover how a remodeling project can incorporate FSC products and how homeowners and remodelers can help pull FSC products into the market.

5. Case Study projects

The guide will contain a custom home, a production home and a remodeling project case study which have all included FSC products to demonstrate success!!

For more information or to sign-up contact:

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