



"I want to create ways for people from all persuasions to find common pathways to conserve the environment — to act locally and consider global consequences. When the time comes to look back, I want to say I did what I could. I want to be proud of how I made a living. My job now is to be a good steward of the land. That's a pretty good gig."

Mikel Robertson, Co-owner

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## OUR COMPANY

Bamboo, an exotic and elegant material has become the icon of the green building industry suggesting intention and awareness. Historically bamboo has been recognized as a source of life; as a food crop, building material, textile and source of honor, inspiration and prayer. Bamboo as a material provides a simple yet rewarding Zen-like image as an architectural feature. Bamboo doors offer a response to requests for an architecturally unique and environmentally friendly alternative to production grade wood doors. Bamboo's presence is a visual reminder of one's commitment to the environment and the possibility of a healthier future. What better metaphor for the entry to a room?

Our experience as green building contractors and owners of Green Goods, an environmental building supply store, provided the framework for our bamboo door collection. Our goals are simple: provide a quality product that does not increasingly harm the environment or air quality, helps play a role in community well being and results in an architecturally beautiful element.

We are inspired by businesses with both financial and service commitment to the environment and healthy communities. We are proud to be part of a growing movement of businesses that balance environmental and social health with economic prosperity, commonly referred to as Triple Bottom Line Accounting. We employ green business practices to reduce our negative effect on the environment and provide transparency in our practices so that we may improve.

### Our Original Story

Brothers Mikel and Brian Robertson opened Green Goods green building supply store in January 2004 to help support people's desire to live green, sustainable and healthy lives. All the materials and technologies found in the store embody one or more of the following core competencies.

**Healthy air quality** – products that do not contain harmful off-gassing chemicals such as formaldehyde and heavy solvents.

**Conservation of resources** – products that are made of recycled materials, rapidly renewable, certified sustainable harvested, agricultural waste bi-products.

**Energy Conservation** – superior insulation, "smart" systems, PV production and production with low embodied energy.

**Community Health** – Fair trade practices, promotion of local jobs and economy and return of wealth and services as an investment to our future.

### Our Company

**Green It Now Inc** – The corporate blanket for all our business related environmental efforts.

**Green Goods** ([www.slogreengoods.com](http://www.slogreengoods.com)) - Our retail showroom provides sustainable "green" alternatives to traditional architectural building materials including countertops, cabinets, tile, hardwood flooring, carpet, paints and finishes. Flooring options include: natural marmoleum, bamboo, cork and certified woods that are free of toxic glues and finishes; carpets, which have received Green Label Plus recognition for low emitting materials, constructed of recycled plastic bottles and nylon or natural fibers; tile and countertop materials composed of recycled glass, mirrors, concrete and aluminum cans. All our paints and finishes are free of toxins: formaldehyde, solvents and volatile organic compounds that contribute to unhealthy air quality.

**Green Goods Products** – ([www.greengoodsproducts.com](http://www.greengoodsproducts.com)) - Our online store developed to provide sustainable green building materials to those who live in areas which do not have access to these resources.

**Green Leaf Bamboo Cabinets** - In search for an environmentally preferable cabinet, the brothers developed their own eco-friendly bamboo cabinet collection. Much like the Green Leaf Bamboo Doors, the materials used in the cabinets offer a modern Zen-like architectural element. The boxes are constructed with low emitting glues and finish and manufactured from recycled materials. The cabinet collection not only utilizes the bamboo material, but is also available in certified woods.

**Environmental Construction** – The general contracting branch of the business that installs all our materials utilizing green installation practices, including use of non-toxic glues and other rough materials, job site recycling and clean maintenance practices. Our range of work includes everything from one time installs of tile, flooring, carpets and counters to complete home remodels.

Our Doors

Green Leaf Bamboo Doors ([www.greenleafdoors.com](http://www.greenleafdoors.com)) - The natural progression of our desire to offer new and better “green” practices and products brought us down the road to our bamboo door collection. From the inception of the idea we incorporate our green philosophy and continue with the framework that has helped us create a successful business. This includes unique and elegant design, quality materials and commitment to environmental superior materials.

Our Service

Green It Now Inc., the mother business for Green Leaf Doors, maintains a Class B general contracting license. We have experience as a retail vendor, as a manufacturer and as a builder. We provide full technical support, including handling, installation and finishing instructions for our doors. We also provide technical data and environmental certification recognition for materials used to construct our doors. We want to ensure the appropriate product is considered for each job. Please consider us a resource for leaders in the green industry. We have been at the forefront of green building since 2004.

Our Website and Social Media Support

Please take time to visit our website. It is provided as a tool to sell our doors. Most style, selections, options and prices are available through the site. Send potential clients to the site and suggest that they utilize the “Door Quote” mechanism. This will help qualify leads. Instruct architects and builders to build a door schedule on the web and email it to you, the vendor. The purpose of this program is to qualify leads, increase efficiency in estimating and make sure orders are identical. Your vendor password will provide you wholesale pricing and other important information. We will do our best to promote our product on the web, through Facebook, Posterous, Twitter and other social media outlets. As we generate leads for local retailers, we will refer clients to the nearest local vendor.

Why Bamboo?

We must understand the undesired consequences of modernization and technological advancements and explore the available opportunities for maintaining healthy and vibrant environments and communities. Bamboo, a rapidly renewable resource, is grown without using pesticides or chemical fertilizers. Bamboo is one of the worlds most prolific and fastest-growing plants, and is able to reach maturity in about four year. Bamboo is one of nature’s most sustainable resources and is naturally regenerative. Bamboo is actually a tropical grass, with an extensive root system that sends out an average of four to six new shoots per year, naturally replenishing itself and growing to heights of 60 feet. Bamboo is planted and grown on family-owned farms that have been in agricultural use for generations. None of the fiber comes from tropical forests and over 2.5 billion people work with or depend on bamboo as a natural resource.

Independent Certification

It is increasingly important to utilize recognized independent third party certification to ensure environmentally preferable materials. Just as you may walk the grocery aisles shopping for clearly marked certified organic foods, building materials have received recognition as well. These volunteer programs provide technical data for the environmental attributes a product may have, whether it be for recycled content, contributing to clean air quality or a reuse of a renewable resource. Several of our product certifications can be found below.



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OUR COMMITMENT



We believe that doing business does not have to result in adverse effects on nature and our communities. We are conscious of the footprint that our business and products have on the environment and are making every effort to find positive processes and solutions to our work. Corporate responsibility to social and environmental health is as important as the economic bottom line and must be balanced. We believe contribution to healthy communities and environments provides the platform for a prosperous business.

#### Rethink Traditional Business Practices

New business and accounting models have been designed to balance healthy economic growth with ecological and social benefits. This model is referred to as Triple Bottom Line accounting. Triple Bottom Line accounting expands the traditional reporting framework values to take into account ecological and social performance in addition to financial performance.

In 1987, the United Nations' Brundtland Commission, defined sustainability, in human terms, "as development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Triple bottom line or the three pillars of sustainability was added to the concept of sustainability, connecting social, environment and economic challenges, to achieve a new balance.

#### People

**(Social capital)** Green Leaf Door Company has a commitment to promoting and protecting human rights and believes that personal health and safety are essential to doing responsible business. Relationships should be built on integrity and respect for one another.

We contract with companies with fair labor practices and expect that they will not use child labor, will pay fair salaries to their workers, will maintain safe work environments, tolerable working hours, and will not otherwise exploit a community or its labor force. We have sent representatives to China to confirm that the manufacturing of our bamboo panels is truly a sustainable practice. We have walked the bamboo forest and manufacturing facility floors. We have met the people who work to provide us quality materials and have confidence in our relationships.

At home we have a desire to "give back" to our communities by contributing our services and finances to non-profits that provide additional strength and growth to our community. All owners of our facilities have a genuine desire to support their employees and in some cases are family and in other cases have become family.

### Planet

**(Natural capital)** Green Leaf Door Company has a commitment to sustainable environmental practices. We have a continuous goal to reduce our ecological footprint by carefully managing our consumption of energy and non-renewables and reducing manufacturing waste. We incorporate the use of rapidly renewable materials such as bamboo, straw board and certified sustainable harvested woods from recycled sources. All glues, finishes and binders are selected for their low emitting qualities. "Cradle to Cradle" is a life cycle assessment of products used to determine what the true environmental cost is from the growth and harvesting of raw materials to manufacture to distribution to eventual end use by our customers.

### Profit

**(Economic capital)** At Green Leaf Doors we adjust our economic value after deducting the cost of all inputs, including the cost of the natural and social capital associated with the production of our doors. We call this new accounting formula life cycle analysis. This analysis involves making detailed measurements during the manufacture of the product, from the mining of the raw materials used in its production and distribution, through to its use, possible re-use or recycling, and its eventual disposal. This enables us to quantify how much energy and raw materials are used and how much solid, liquid and gaseous waste is generated, at each stage of the product's life. This measurement is a tool that is used to improve all stages of the production of our doors.

### Our Goals Beyond

We will continue to grow as a business and challenge ourselves and our community to rethink traditional business models that exploit human and environmental conditions for the sake of economic growth. We encourage our employees to volunteer their services in local not for profits. We believe giving back without request for reward is the highest form of service.

We do understand that sustainability is a complex concept and does not have universally agreed definition. However there is recognition that a long-term healthy economy is dependent on healthy communities and environment. We will continue to take part in the conversation for better business practices and incorporate and influence positive change in the emerging economies.

## ENVIRONMENTAL EFFORTS

“Green” (often used interchangeably with sustainable and eco-friendly) refers to environmental sustainability like recycled content, resource conservation and community health. Green also means improving indoor air quality by selecting materials that eliminate or reduce contaminant sources and ensuring proper ventilation. Green means implementing energy conservation and renewable energy production in our choices.

### Production



#### **Our doors are American Made!**

Green Goods, a company with a history of dedication to environmentally sound architecture and construction practices, is the growing grounds for Green Leaf Doors. We are fortunate to be located in California, the forefront of the “green” movement. We are proud of the fact that all our doors are made in America! We produce our doors at two manufacturing plants, our west coast design-build center and our high quality production plant in the midwest. The fact that our products are built in America, allows us to provide our customers with the highest quality of the hands on construction we strive for. Whether you want to add one more door late in your order, need a replacement door or are in need of adjustments we are here locally and available as a resource.

California Facility – The west coast facility is the “think tank”, design build center for product development and material selection. We are constantly challenging ourselves to find better products to be utilized in our door construction reminding ourselves of the importance of environmentally preferable materials. This facility is also the center of our dreams, allowing us room to develop new and unique one of a kind design. We have partnered with master door builder’s, Richard and Ryan Blackburn, who have decades of experience in the custom door building industry. This partnership has benefited by assuring quality material selection, proper door construction methods and materials and most of all our unique and beautiful design.

Midwest facility – Our partners in Ohio have a tradition of fine woodworking and quality door manufacturing. Their attention to detail and knowledge of door structure and performance is what has created a strong partnership. Each door is manufactured for durability, strength and elegance enhanced by the natural warmth of the bamboo. This facility has the ability to produce large quantities of doors with quality assurance in a quick turn around. Their multi-generational family run business has provided us with a vast array of knowledge and experience.

### Our Materials

Why use third party auditing measures to certify environmentally preferable materials?

As the “green” market niche grows, the inevitable emergence of green washing, the attempt to rationalize and market green efforts where no true efforts exist, will challenge buyers’ recognition of what a truly green product is. There are several third-party environmental, sustainability and quality certification programs and labels that provide auditing, testing and development standards. These standards and certification programs are in pursuit of products and manufacturing processes with the highest level of environmental performance and social accountability. They provide the measurement for life cycle analysis and triple bottom line accounting.

### Maintaining Indoor Air Quality

According to the EPA, on average indoor air quality is several times more polluted than outdoor air. We spend approximately 90% of our time indoors. Thus, for many people, the risks to health may be greater due to exposure to indoor air pollution rather than outdoors. Major health problems vary from allergies, asthma, eye and respiratory tract irritation, headaches to dizziness, visual disorders, memory impairment and decreased productivity. Household chemicals, carpets, paints, wood stains, varnishes and furniture are major contributors to indoor air pollution.

Choosing construction materials with no added formaldehyde and with low- or VOC-free adhesives and sealants will help create healthy home and workplace.

### California Air Resources Board (CARB) NAF Approval –

CARB PHASE 1 and 2 Starting January 2009, California Air Resources Board (CARB), the strictest clean air quality measures in the world, has begun reinforcing compliance with Phase 1 of the Airborne Toxic Control Measure (ATCM 93120) to control formaldehyde emissions from composite wood products. Phase 1 Compliance requires certification by a CARB-approved third party certifier (TPC). The regulation applies to the following materials; Hardwood Plywood (Veneer or Composite core), Particleboard and Medium Density Fiberboard (MDF). CARB's formaldehyde limits also affect fabricators, importers, distributors and retailers who produce, supply, use or sell in California products made from these materials. Furniture, shelving, flooring, paneling, molding and picture frames are examples of products covered under the regulation. For more information visit <http://www.arb.ca.gov>

### Urea- formaldehyde, formaldehyde and Volatile Organic Compounds

Formaldehyde, a colorless, pungent-smelling gas, can cause watery eyes, burning sensations in the eyes and throat, nausea, and difficulty in breathing in some humans exposed at elevated levels (above 0.1 parts per million). High concentrations may trigger attacks in people with asthma. There is evidence that some people can develop sensitivity to formaldehyde. It has also been shown to cause cancer in animals and may cause cancer in humans. Health effects include eye, nose, and throat irritation; wheezing and coughing; fatigue; skin rash; severe allergic reactions. In homes with significant amount of new pressed wood that contains added formaldehyde the concentration of that gas can be higher than 0.3ppm. At room temperature (especially with higher humidity), urea- formaldehyde easily converts from a solid (glue) to a gas (formaldehyde fumes). It's this property that makes Urea Formaldehyde a Volatile Organic Compound. Volatile Organic Compounds (VOCs) are emitted as gases from certain solids or liquids. VOCs include a variety of chemicals, some of which may have short- and long-term adverse health effects. Concentrations of many VOCs are consistently higher indoors (up to ten times higher) than outdoors. VOCs are emitted from paints, lacquers, paint stripper, building materials, household cleaning products, office equipment (copiers and printers). Furniture can contain significant amount of Volatile Organic Compounds that come mostly from glues, adhesives and wood lacquers and preservatives. VOCs can cause headaches, eye, nose, and throat irritation. Higher concentration can cause loss of coordination, nausea; damage to liver, kidney, and central nervous system. Some organics can cause cancer in animals; some are suspected or known to cause cancer in humans. Key signs or symptoms associated with exposure to VOCs include conjunctive irritation, nose and throat discomfort, headache, allergic skin reaction, dyspnea, declines in serum cholinesterase levels, nausea, emesis, epistaxis, fatigue, dizziness.

CARB-compliant -The California Air Resources Board (CARB) has approved that the core used in our door construction uses No-added Formaldehyde (NAF) Resins to produce MDF according to executive order N-09-02-1. Please refer to appendix for certificate of content.



The GREENGUARD Environmental Institute is an industry-independent, non-profit organization that oversees the GREENGUARD Certification Program. As an ANSI (American National Standards Institute) Accredited Standards Developer, GEI establishes acceptable indoor air standards for indoor products, environments, and buildings. GEI's mission is to improve public health and quality of life through programs that improve indoor air.

GREENGUARD Certified products must meet stringent requirements for chemical emissions and toxicity, such as being screened for over 10,000 different chemicals including irritants, carcinogens and reproductive toxins.

We utilize Lokweld® Type II Glue. This is a water-resistant (Type II), polyvinyl acetate (PVA) based assembly and cold press adhesive designed for use in multiple applications including wood-to-wood and laminating high pressure laminate (hpl) and other materials. This product is approved for use with certain fire rated high-pressure laminates and substrates. Please refer to the appendix for certificate of compliance.

Resource conservation – recycled content, rapidly renewable, and agricultural by-products.



Scientific Certification Systems recognizes credibility for recycled content & material content certification. We sourced core materials that have been certified through the SCS program for recycled content, biodegradable content, agricultural by-products or reclamation practices at manufacturing facilities. This provides us with the framework for “cradle to cradle” manufacturing processes and helps us close the loop on materials use.

Pre-Consumer Recycled Material - Material that has been diverted from the waste stream during a manufacturing process (reclamation practice). Materials generated in a process and capable of being reclaimed within the same process (such as rework, regrind or scrap) are excluded.

Post-Consumer Recycled Material - Material that is generated by households or by commercial, industrial and institutional facilities in their role as end-users of a product that can no longer be used for its intended purpose and is re-introduced into a product.

Scientific Certification Systems (SCS) has awarded the core material used in our doors certification for producing products using recovered and recycled materials. These products are certified to have 78% pre-consumer recycled fiber on a dry-weight basis. Please refer to appendix for certificate of content.



FSC-certified wood is wood that is certified under the standards set by FSC or the Forest Stewardship Council. FSC-certification is given to companies and landowners to verify that they practice forestry that is consistent with FSC standards. The FSC label on wood or paper products guarantees that consumers can trust the sources.

FSC is a non-profit organization that advocates responsible management of the world's forests and its standards ensure that forestry is practiced in an environmentally responsible way that takes into account economic viability, and social responsibility.

Actual certification is carried out by independent certification organizations that are accredited by FSC to carry out assessments. It is the duty of these certifiers also to verify that companies seeking to sell FSC certified products have tracked their supply back to FSC certified sources. This entire process ensures that consumers can trust the FSC label.

## Tree Free!

Our flush panel doors are constructed from an agri-fiber straw based panel core derived from wheat, rice and soybean. The core is a low emitting material that is CARB-compliant, meeting the strict California air resources board standards, and contains no added urea-formaldehyde. The core is comprised of 90% pre-consumer recycled content and 70% rapidly renewable material by weight. The core material is harvested within 500 miles of the manufacturing facility and qualifies for LEED credits for regionally produced materials.

### Environmentally Preferable Product (EPP)



The Composite Panel Association (CPA) has awarded the core used in the production of our doors, a certificate of compliance to the requirements of the CPA 3-08 specification for Environmentally Preferable Products and the California (CARB) Airborne Toxic Control Measure 93120. The certification verifies a recycled and/or recovered fibers content of 100%. Please refer to appendix for certification on material.

### LEED (Leadership in Energy and Environmental Design)



A rating system developed and administered by the U.S. Green Building Council (USGBC). The LEED program is a voluntary, consensus-based national standard for developing and recognizing high-performance, sustainable buildings.

Each LEED standard emphasizes strategies for sustainable site development, water efficiency, energy efficiency, materials & resource selection, and indoor environmental quality. Each group of strategies is divided into required prerequisites and optional credits. Every credit has a specified number of points that can be earned. The prerequisites do not earn points, but they must be met to obtain LEED certification of any level.

Doors can earn eligible points under all LEED systems and will contribute toward project certification:

- Under LEED-NC: points for recycled content (particleboard and MDF), rapidly renewable materials (bamboo, wheat board), FSC-certified wood (various species), low-emitting wood coatings (water-based finishes) and low-emitting composite wood products;
- Under LEED for Homes: points for recycled content (particleboard and MDF), FSC-certification (various species), and no-added urea formaldehyde;
- Under LEED for Commercial Interiors: recycled content, regional materials, rapidly renewable materials, FSC-certified wood, low-emitting materials (adhesives and sealants, paints and coatings, system furniture and seating).

Products can contribute to achieving LEED credits but they cannot give LEED points nor be LEED certified.

No product or building material can be classified as "LEED certified." The LEED Green Building Rating system was designed by the U.S. Green Building Council to classify entire building projects, not individual products.

According to the United States Green Building Council (USGBC), pursuing LEED® rated projects can benefit builders in many ways:

- Greater energy efficiency when the building is operational;
- Tax relief and lower permit fees;
- Lower interest and insurance rates;
- Higher-appraised-value properties;
- Faster occupancy rates due to greater demand;
- A better image in the community;
- Healthier indoor air quality;
- Commitment to protecting vital natural resources.

### Business Practices

At Green Leaf Doors we have developed an Environmental Management Plan to help monitor, incorporate and improve our business practices. Running a green business means creating an environmentally friendly, energy efficient workplace. A sound environmental plan helps minimize our company's eco-footprint, and encourages green business practices throughout our organization. The following are some of the practices we incorporate:

- Cleaning products that are less toxic, such as citrus-based products. This reduces the amount of indoor air pollution and reduces employees' exposure to harmful chemicals.
- Efficient lighting to reduce energy use and save money on energy costs. This includes occupancy sensors and the low mercury content compact fluorescents in light fixtures.
- Energy star appliances such as computers, copiers and kitchen appliances
- Reusable/returnable containers for shipping materials from vendors. Recycle the cardboard boxes you receive if your store cannot use reusable/returnable containers. If you ship merchandise out to customers, reuse boxes that the merchandise came in. Cardboard boxes can also be sent to a recycler.
- All paper is 100% recycled content and waste paper is marked out and used for printing on back side

**Green purchasing decisions** – green and environmentally friendly products that are made from post-consumer, recycled materials, bio-based, non-toxic, renewable and recyclable and locally produced, such as food that is locally grown and organic. We have an in-house carbonated water machine that utilizes refillable bottles and reduces the use of new plastic and bottle water. At events we utilize bio-based (corn or soy) utensils and plates that can be composted.

### Energy Efficient Practices

Good energy management is good business. The prudent and conservative use of energy is one of the easiest and most cost effective steps you can take to cut costs, increase profitability, and create shareholder value. Given the potentially high returns and minimal risk, implementing energy efficiency practices is at the core of our business environmental management strategies.

### Reduce, Reuse, Recycle Wastes

Most businesses can save a substantial amount of money by reducing waste. In addition to lower removal costs, waste reduction measures help cut costs on raw materials, office supplies and equipment. Furthermore, by streamlining operations to reduce waste, we are able to enhance our overall efficiency, productivity and public image. Our waste management procedures throughout our operations include:

- Use of post-consumer, recycled products;
- Elimination of excessive product packaging materials;
- Optimized use of paper products;
- Participation in recycling programs.

### Conserve Water

The increased demand on our nation's water supply is threatening human health and the environment. By implementing a water efficiency program, you not only help preserve this precious resource, but cut your costs associated with buying, heating treating and disposing of it as well. Not only do we offer water auditing, graywater products and rainwater harvesting products, we have installed high efficiency fixtures in our bathroom and kitchen such as a dual flush toilet and low flow faucets. We have contributed service towards local non-profits by helping develop several manuals on water conservation, graywater, LID (low impact development) and rainwater harvesting practices.

### Prevent Pollution

Every business generates waste. For some, it may be only waste paper or dirty water. For others, it may be hazardous or toxic wastes that require special handling and disposal. Whatever the type or volume of waste your company generates, it is costing you money. You pay for what you use twice - once when you buy it and the second time when you throw it away. The bottom line is that preventing waste will save you money. We take steps to monitor and control our waste stream so that we recycle our waste as much as possible. We have contacted our local waste facility to help take a part improving the diversion opportunities related to the construction industry, most notably carpet diversion.

### Green Marketing Strategy

If you are starting a green business, you need to market yourself as one. Adding "green" claims and eco-labels to your marketing strategy will enhance your brand image and secure your market share among the growing number of environmentally concerned consumers. We are proud to use Greener Printer, which offers a quality 100% recycled, chlorine free paper product for our printed materials. Soy based inks are used to reduce harmful chemicals in the work place. We choose Internet based marketing strategies when ever possible and suggest print free practices when available. We omit the use of vinyl signs and have gone to recycled content metal when large outdoor printing is required.

### Industry Partnership and Stewardship Programs

SLO Green Build sponsors a wide variety of industry partnership and stewardship programs that aim to reduce the impact of construction activities on the environment. These partnerships help build relationships with other green business owners in our industry, and build a brand that's credible with our customers.