



**MEDIA RELEASE**

**24 November 2005**

**GREEN** *first*<sup>™</sup>

## **LAMINEX REMOVES HURDLES TO CREATING AFFORDABLE 'GREEN' BUILDINGS**

A new ecofriendly product range is set to make “green” buildings commercially viable and easier to build.

The Laminex Group, Australia’s largest manufacturer of innovative surfaces, today launched *Greenfirst*, the country’s first range of products that support the Green Star rating tools.

Laminex Group Marketing Manager, Robert Frazer, said *Greenfirst* was not only important news for the environment but provided a major breakthrough for those in the business of creating “green” environments.

“It is common knowledge the building industry creates large environmental impacts – OECD figures reveal buildings consume 32 per cent of the world’s resources, 40 per cent of energy, 12 per cent of water, and are responsible for 40 per cent of emissions into the air,” Mr Frazer said.

“In Australia, commercial buildings produce almost nine per cent of the national greenhouse emissions.

“It’s for this reason the building industry must assume responsibility for sustaining a healthy environment and not simply rely on governments to drive change.

“Until now, creating ecologically sustainable buildings has often been a difficult and costly process.

“The *Greenfirst* range addresses those problems by creating commercially viable products that are easy for specialists including architects, designers and furniture manufacturers to achieve Green Star ratings without losing any of their creative design flexibility.”

*Greenfirst* products have positive environmental attributes that achieve higher Green Star credits. The Green Star environmental rating system was created by the Green Building Council of Australia (GBCA) to help the property industry reduce the environmental impact of buildings.

“We found Green Star to be the simplest and most effective environmental rating tool to help designers achieve a sustainable building solution,” Mr Frazer said.

“The Laminex Group will also have Green Star Accredited Professionals on staff who can advise on how our products can achieve Green Star credits.



Attributes of the Green *first* range include:

- Materials with high eco-preferred content and durability,
- Lower product emissions for better indoor air quality, and
- Operations with environmental managements systems and ISO 14001.

“Green *first* was borne out of The Laminex Group’s long-term commitment to pursue the highest standard of environmental performance and we will continue to improve our products as technologies advance,” Mr Frazer said.

“We are committed to Ecologically Sustainable Development (ESD). We are the first wood panel manufacturer in Australasia to initiate a life cycle analysis and we have also invested heavily in several major long-term environmental projects including wood recycling and bio-energy generation programs.

“This will lead to a significant reduction in landfill material, fewer vehicle movements and reduced greenhouse emissions. Also, the wood used to make our panel products comes from state government plantations that practice effective renewable resource management.

“All of these initiatives are playing a part in reducing damage to our environment. However, it is only through the combined efforts of industry, government, communities and individuals that we will collectively make a difference.

“We believe the Green *first* range will deliver significant environmental benefits, but perhaps more importantly, encourage other companies to make a commitment to sustainable development and a healthier environment for everyone.”

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