

New buildings law is boon for environmentally friendly firms

Laura Albanese. Knight Ridder Tribune Business News. Washington: Jan 14, 2007. pg. 1

Author(s): Laura Albanese

Publication title: Knight Ridder Tribune Business News. Washington: Jan 14, 2007. pg. 1

Source type: Wire Feed

ProQuest document ID: 1195274281

Text Word Count 468

Document URL: <http://proquest.umi.com/pqdweb?did=1195274281&sid=1&Fmt=3&clientId=5252&RQT=309&VName=PQD>

Abstract (Document Summary)

One Brooklyn-based firm reaping the benefits is Icestone, which makes countertops from recycled glass and concrete at its sunlit factory at the Brooklyn Navy Yard.

Another company making a splash with contractors is Long Island City-based MechoShade, which makes energy-saving solar shades. Interest has been "tremendous," MechoShade President Joel Berman said.

As building trends point toward greener practices, environmentally friendly businesses are getting a boost, said Andrew Shapiro, founder and chief executive of GreenOrder, a marketing firm for green businesses.

Full Text (468 words)

To see more of the Daily News, or to subscribe to the newspaper, goto <http://www.NYDailyNews.com>. Copyright (c) 2007, Daily News, New York Distributed by McClatchy-Tribune Business News. Forreprints, email tmsreprints@permissionsgroup.com, call 800-374-7985 or 847-635-6550, send a fax to 847-635-6968, or write to The Permissions Group Inc., 1247 Milwaukee Ave., Suite 303, Glenview, IL60025, USA.

Jan. 14--It's not easy being green, especially in the city's concrete canyons. But 2007 is shaping up to be a pivotal year for the greening of New York.

A law requiring most city buildings costing more than \$2 million to be constructed according to environmentally friendlier standards kicked into effect Jan. 1.

And that sweeping change under Local Law 86 is expected to be a boon for local companies that already are changing the way contractors and manufacturers do business.

One Brooklyn-based firm reaping the benefits is Icestone, which makes countertops from recycled glass and concrete at its sunlit factory at the Brooklyn Navy Yard.

Business is booming for the three-year-old company, which expects sales to triple this year, said Miranda Magagnina, Icestone's co- chief executive officer.

Another company making a splash with contractors is Long Island City-based MechoShade, which makes energy-saving solar shades. Interest has been "tremendous," MechoShade President Joel Berman said.

"We're getting more and more requests," he said.

As building trends point toward greener practices, environmentally friendly businesses are getting a boost, said Andrew Shapiro, founder and chief executive of GreenOrder, a marketing firm for green businesses.

"There's been an exceptional growth in different markets," Shapiro said, adding that traditional businesses also are

becoming greener -- including juggernauts such as General Electric and Silverstein Properties, which holds the lease to the World Trade Center property.

The U.S. Green Building Council, a nonprofit organization that oversees environmentally friendly construction, has seen significant growth at its annual conference, which attracts some of the biggest names in the field. The conference, which drew slightly more than 5,000 attendees in 2002, tallied 13,350 attendees last year.

Because of Local Law 86, city architects and designers also will get into the mix, looking to green manufacturers to help them achieve a high rating under an industry standard known as LEED, or Leadership in Energy and Environmental Design.

The more environmentally friendly elements a building incorporates, the higher the LEED point rating.

But just being green is not enough, Icestone's Magagnina said, noting that if the product isn't competitive in pricing and design, it won't succeed.

"It's not just using [nontoxic] paint," she said. "The paint's got to cover well."

Another aspect of the battle, said Peter Washburn, legislative director for the City Council's Committee on Environmental Protection, is making sure designers are aware of green manufacturers -- something he said the city will have to work on if it's going to stick to its commitment of making itself greener.

If designers "don't know about the existence of these businesses, they won't use them," Washburn said.

Still, he's hopeful that one day green industry will be the norm.

"It's going to happen, and one of these days, people are going to realize the benefits," he said.

Credit: Daily News, New York