

# EcoSpex PILOT Join today.



EcoSpex is revolutionizing the way the building industry procures sustainable construction materials, systems and technologies.

Currently in its pilot phase, manufacturers and suppliers that join the EcoSpex PILOT will:

- **be at the leading edge.** Show your customers that you are a leader in sustainability and in your industry. Be bold and highlight your product's credentials.
- **access the growing green building market** worth \$550 billion worldwide. Access specifiers of green building products directly and instantly through EcoSpex.
- **reach customers first.** Manufacturers that participate in the EcoSpex PILOT will be the first to showcase their products to customers. Get in front of your competition.
- **connect with green building rating systems.** Link your products to the requirements of LEED™, BOMA and others. Make yours the first product green specifiers find.
- **be credible to customers.** Show customers that your green credentials can be trusted. EcoSpex is the only building materials database that provides independent verification of product information.
- **add value that compels customers to trust, select and specify your products.** Provide specifications and supporting submittal documentation.
- **receive preferential pricing.** Participants in the EcoSpex PILOT receive a 30% discount on an EcoSpex Verified Enhanced Listing (VEL).

## LEARN. PARTICIPATE. TRANSFORM.

Attend a *free* EcoSpex PILOT workshop or Lunch and Learn  
Contact Julie Scarcella to register at 519 599-6003;  
[julie@ecospex.com](mailto:julie@ecospex.com)

EcoSpex online at [www.ecospex.com](http://www.ecospex.com) to register

Transform green product sourcing. Be a market leader.



*"We are committed to sustainable design. Increasingly, we are using only products with sustainable environmental criteria. EcoSpex is an invaluable resource to assist us in making that evaluation."*

TAES Architects Inc.  
Principal Shenshu Zhang  
Dr-Ing. OAA. MRAIC, LEED-AP/BD+C.

*"Having reviewed the EcoSpex tool, I found that the potential for such a tool is one that will be welcomed by most architects as it offers a reliable way to quickly find construction materials that have some environmental merits. The most useful part of the EcoSpex tool to me, is the referrals to know the third-party certification organization and the quick access to the products PDF certificates."*

Joël Courchesne, Architect senior principal, MIRAC, PA LEED C+CB,  
CaGBC & USGBC Faculty, Courchesne et associés Inc.

# What is EcoSpex?

EcoSpex is a NEW online procurement tool that provides the built industry with a single, trusted source for selecting and specifying green building products. EcoSpex CONNECTS architects, designers and procurement professionals to manufacturers and suppliers of green building products in over 100 MasterSpec® categories.

Information on the environmental, health and sustainable attributes of building products is loaded into EcoSpex and independently VERIFIED by EcoSpex's expert team.

Third-party verification provides the transparency and assurance sought by procurement and industry professionals when specifying and purchasing green building products. Building and design professionals can TRUST claims and credentials as they search the easy-to-use online portal to compare and identify suppliers for their green building projects.

## Current participants in the Pilot and other EcoSpex initiatives:

- Perkins+Will
- Recollective
- The Ontario Tire Stewardship
- Dialog
- Toronto Community Housing
- Interior Design Canada
- Net-Zero Energy Home Coalition
- Construction Specification Institute (CSI)
- EllisDon
- Toronto Construction Association
- 2030 Challenge
- Ontario Sustainable Energy Association (OSEA)
- ZGF Architects
- Owens Corning
- Amvic Building System
- Caroma /Armco Agencies Inc.
- Kingspan Insulated Panels
- Manderley Turf Products Inc.
- Green Turtle Technologies
- SunCentral Inc.
- Solaris SunPump

## Three ways to list your products in the Pilot

EcoSpex is conducting its pilot in 2014 with a full launch in 2015. During the pilot phase, participants will receive discounted pricing for product listings while enjoying EcoSpex's full service and benefits. Participants have three choices for product listings on the EcoSpex website:

- 1) **Basic Listing** – An entry-level listing suited to products that have not been fully certified or are not ready for a more rigorous verification process. Up to two products can be listed for no fees.
- 2) **Premium Listing** – A value-add listing service that highlights product's use and certifications with higher listing visibility at cost effective fees.
- 3) **Verified Enhanced Listing** – A premier listing service at a discounted priced during Pilot. Includes a complete assessment package of product's technical and sustainability attributes, complimentary Lead Inquiry Service, enhanced listing visibility and option to highlight technical case studies.

## The EcoSpex opportunity

EcoSpex provides the rapidly expanding green building industry with a trusted source for finding, comparing, selecting and specifying building materials. In this increasingly complex environment, architects, designers, and specifiers are demanding improved, consistent sustainable and technical product information for each segment of the specification process. EcoSpex can solve this challenge and provide the value-add which makes the difference in your product being trusted, selected, specified and used.

We bring clarity and raise industry standards through best practices and robust methodologies. Reliable professionalism and trustworthiness is the cornerstone of our business. Free of advertisements. Free of bias.



# EcoSpex highlights

## Our strategic partners bring deep expertise



**DIGICON**

**INFORMATION INC.**

**Digicon Information**

Inc is a well-respected leader of publication and consulting services specializing in all aspects of technical construction specification documentation, product data development and 3-part specifications. Their expertise allows EcoSpex to seamlessly integrate with the standards recommended for use in North America by the Construction Specifications Canada (CSC) and Construction Specifications Institute (CSI).



light house

**Light House Sustainable Building**

Centre is a not-for-profit organization dedicated to advancing green buildings and sustainable regions, delivering research, advisory and project management services to businesses, policy makers and the real estate and construction industries. As part of EcoSpex's verification team, Light House is responsible for verifying green building rating compliance for Verified Enhanced Listings and delivers technical training and demonstrations to suppliers, designers and construction professionals in British Columbia, Alberta and the US.



ecospecifier

**Ecospecifier Australia**, is an

international provider of certified and verified sustainable products. Ecospecifier.com.au listing has over 6,700 sustainable products, materials and technologies, making it one of the world's most expansive sustainable knowledge base of life-cycle assessed product information. As EcoSpex's international partner, EcoSpecifier brings global exposure and experience in sustainable development, eco-materials and sustainability rating for some of the world's most recognized 'green' projects.



**Athena Sustainable Materials Institute**

**Athena Sustainable**

**Materials Institute** is a well-known expert in Life Cycle Assessment (LCA) and is supporting EcoSpex's review process for product assessments.

**1,562**  
Presentations and technical demonstrations



**3,450**  
Attendees at conferences



**8**  
Experts and mentors



**\$550**  
Billion dollar global market



**50**  
Design firms, strategic partners and growing!



**3**  
University partners



**51**  
Sleepless nights and counting!



**Tremendous**  
Green building growth

## SABMag

**Sustainable Architecture & Building [SABMag]**

covers sustainable design of Canada's commercial and institutional buildings, and provides design input to EcoSpex.

**Building Research Establishment (BRE) UK's** technical expertise was critical to the development of EcoSpex's infrastructure and intellectual property from 2010 to 2012 and was instrumental in bringing the vision to fruition. EcoSpex also gratefully acknowledges the support and funding provided by the following organizations in the research and development of the online platform:

- Blue Wilderness Management Group Inc. (Blue Wilderness)
- Private investor
- National Research Council of Canada - Industrial Research Assistance Program (NRC- IRAP)
- Public Works Government Services Canada (PWGSC)
- Ryerson University
- Ontario Ministry of Innovation
- Toronto Construction Association Green Building Award in 2009

[www.ecospex.com](http://www.ecospex.com) Julie Scarcella, Founder

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Light House Sustainable Building Centre, Vancouver, BC Veronica Owens office: 604-677-3728