



# Selling Steel and Aluminium Products to the Green Building Market.

## LEED Compliance

GCAS Quality  
Certifications

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**Global meltdown**

**Sluggish trend in user industries**

**Inflationary pressures**

**Becoming Ready for LEED or Sustainable**  
**At the core of a *green economy***



## Why Green Products

Manufacturers are increasingly asked by customers to supply “green” products for use in “green” or “sustainable” building. This trend is driven by many issues we see or hear about in the media daily –for example, concerns over resource depletion, greenhouse gas emissions and global warming, waste generation and occupant health.

In recent years, the construction sector in particular has been identified as being a significant energy and materials consumer, as well as a significant source of greenhouse gas emissions. Various levels of government have targeted the sector as one that needs to improve its performance to meet “sustainable living” objectives. As well, customers have become more environmentally conscious. The entire construction sector is under pressure to become more “green”.

## Understanding Green Building Programs

Green building programs are incentives to encourage designers and builders to practise green design. The programs also provide guidance on how to do that. Both LEED and Green Globes define a set of design features that are assumed to make a building greener. Architects incorporate as many of these features as possible, earning points for their buildings. The two programs are also certification systems: at various point levels, a building earns a “rating” and the right to identify itself accordingly.

*All marketplace indications suggest that the green design trend is not going away and is even likely to intensify.*





## How do Steel and Aluminium products fit into these programs?

Individual products can help a project or building earn points, but the products themselves cannot be certified through LEED. They can, however, be LEED or Green Globes-ready. In other words, GCAS can clearly present how that product will help a green building earn points.

Manufacturers marketing their products to a green building project team will therefore appear more attractive if they can clearly demonstrate that their products will contribute to the total point tally.

The goal of a certified green building project team is for its building to accumulate as many points as practically possible. Every product in the building can make a contribution to the total tally, no matter how small of a component in the overall building materials mix the product is. Steel and Aluminium products can contribute to the point tally in several different ways, and the same product can help earn points in more than one credit for the same project.

## Making the Decision to go Green

Environmentally conscious construction –previously a niche market interest –has become a dominant societal topic and an important market trend in the building sector. Every category of construction product is being affected by this trend.

This same environmental consciousness is leading many municipalities and federal, state and provincial agencies to adopt a green building framework, which includes using incentives such as tax deductions or expedited permitting.

LEED's high profile is resulting in an increased adoption of LEED specific legislation as government agencies look for a mechanism to encourage green building. It is likely that green building legislation of various sorts will continue to grow.



## Marketing Your Green Products

Manufacturers that serve commercial, institutional and other non-residential clients are increasingly being asked to supply products for green building projects. Customers expect their suppliers to have some knowledge about green programs such as LEED and Sustainable.

***“Manufacturers with the appropriate information ready at hand will be best positioned”.***

**How do you let your customers know that your products are green? Clearly, it’s a matter of getting the right message to the right target.**



### GCAS Quality Certifications

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