



CASE STUDY: TERAGREN

TERAGREN USES GREENWIZARD'S MARKET® PRO SOLUTION TO CAPTURE INCREMENTAL BUSINESS AMONG LEED USERS

Since 1994, Teragren Has Been Recognized in the Architectural & Design Communities as a Pioneer in Bamboo Flooring, Countertops, Panels, and Veneer.

If you want to pick out companies in today's construction market that are truly green, check how long they have been in business. A company that's six or seven years old is one that saw the green building movement upsurge early on. Well, how about a company that entered the green building business in 1994, 16 years ago? That's Teragren. Over the last 16 years, the company has created a national reputation in the architectural and design communities as a pioneer in bamboo flooring, countertops, panels, and veneer.

In those years, Teragren has racked up a series of awards and accolades, such as inclusion on the prestigious Inc. Magazine "Green 50" list, while staying committed to developing and manufacturing beautiful bamboo products that:

- Reduce dependence on dwindling timber resources
- Rely on rapidly renewable bamboo
- Adhere to stringent, environmentally sensitive specifications
- Promote green building
- Help neutralize its own environmental footprint

The company has also made great strides in preparing its products for use by architects, engineers, and contractors who are seeking LEED® certification for their buildings. In fact, all of Teragren's bamboo products contribute to certification under the U.S. Green Building Council's LEED rating system in four categories.

"Teragren bamboo products all contribute to LEED certification under MR Credit 6: Rapidly Renewable Materials," said Ann J. Knight, Co-Founder and Global Brand Director. "Moreover, all of Teragren's flooring products have been FloorScore®-certified. That's a standard that qualifies them to contribute to LEED® v3 IEQ credit 4.3: Low-Emitting Materials—Flooring Systems."



ABOUT TERAGREN

In 1994, Teragren pioneered the bamboo flooring, countertop, panel and veneer industry in the United States. The company is recognized as a category leader by the architectural-and-design communities and by major retailers and distributors of floor-covering and panel-and-veneer products. Teragren is also considered a leader within the broader sustainable business movement; it was named by Inc. Magazine as one of "The Green 50" companies that are setting the standard for environmentally friendly business, and one of the "Top Ten Greentrepreneurs" by Seattle Metropolitan Magazine. All Teragren bamboo products contribute to certification under the U.S. Green Building Council's LEED rating system in four categories.

Learn more: www.Teragren.com

"In fact, the reason we have thrived as a company in this very tough economy can be attributed to two factors," Ann J. Knight observed. "First, we offer beautiful, top-quality products that delight our customers; that's a given. But secondly, we have engineered the products for LEED compliance, and we have prepared the required LEED documentation so that our end users can apply for the LEED credits with ease."

What makes Teragren's products so advantageous to LEED users? First of all, Teragren's proprietary manufacturing adhesive emits less formaldehyde than allowed by U.S. OSHA, European E0, CARB Phase 1 or CARB Phase 2, and Japanese JIS/JAS (F****) emissions standards. Plus, many Teragren products are also available with such features as NAF (no-added formaldehyde) and NAUF (no-added-urea formaldehyde) and FSC certification.

Specifying Green

Few companies are as well-positioned to sell to LEED users as Teragren; the company's diligence in preparing its products for the LEED market is as shrewd as it is admirable. But even the best green products in the world would sit in the warehouse if they are not correctly marketed. So with products prepped and LEED documentation ready, there was one remaining challenge for Teragren, and it's a very old-fashioned problem: How can Teragren get in front of LEED users at the appropriate time in the product-specification workflow? After all, if you search "green bamboo flooring" on the Web, you will see a flood of undifferentiated results. So, to stand out from its competitors, and to reach green product specifiers in a very unique way, Teragren engaged GreenWizard.

GreenWizard is the world's only end-to-end workflow solution for green building materials and LEED projects. Today, users of GreenWizards [WORKflow® Pro](#) solution can access an online tool to search for, specify, and even purchase green products. But GreenWizard is much more than a search engine that presents static catalog listing in its results. GreenWizard's tools are designed for workflow management, so that project-specific records are automatically maintained for LEED certification, and LEED credits are dynamically calculated for the product specifier as they spec out a project. To help project managers in their adoption of LEED standards, GreenWizard recently announced that its team of LEED APs now offers no-cost consultation to GreenWizard's WORKflow® Pro subscribers who are analyzing and documenting green building products.

MARKET[®]Pro

The Product-Marketing Solution

If WORKflow Pro is the software tool that product specifiers use, what is available for manufacturers and distributors to advance their cause with the specifiers? Well, GreenWizard has a workflow solution just for that, and it's called MARKET Pro. Today, MARKET Pro software is the only data-driven direct marketing solution that brings green building products face-to-face with decision makers as they actively engage in projects. It is specifically designed to present appropriate green products precisely at the point of specification, and it has been described as a "dream solution" for companies like Teragren that have done so much work to prepare and position their LEED-compliance offerings.

"We had the opportunity to simply list our products in GreenWizard's green-product database at no cost," said Teragren's Ann J. Knight, "but when we looked at MARKET Pro's capabilities, it was clear that we were willing to pay a small 2% premium for business that we might not otherwise see. Today, MARKET Pro delivers us incremental business, and since we are able to present our products at the point of specification, it really has helped us grow market share."

"Today we have around 50 products in the database, which includes seven flooring product lines, and 20 bamboo plywood panel and veneer products, as well as various types of worktop/countertops," added Ann J. Knight. "As for creating the catalog listings of our products within GreenWizard, it really was very straightforward and easy to do. Today, since GreenWizard has so quickly gained recognition and awareness as the green product database and workflow solution for LEED users, we know that we are getting in front of a growing community of the right people at the right time in the design-and-specification processes."

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About GreenWizard

GreenWizard, Inc. is a technology company that offers the most comprehensive web-based workflow platform to architects, contractors, manufacturers, dealers and owners for green building. It presents materials from thousands of suppliers at no cost to participants. GreenWizard's WORKflow Pro software is the only data-driven workflow solution helping the design and construction community by putting product search, evaluation, selection, LEED credit modeling/assessment and LEED documentation capabilities at their fingertips. MARKET® Pro software is the only data-driven marketing solution that brings green building products face-to-face with decision makers in the design and construction community actively engaged in projects. More info: www.greenwizard.com.