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*Steve Thorsell
Director—Sustainability Evaluation Programs
ICC-ES®*

The Green Building Movement—it's not a fad, it's the future.

Buyers and Manufacturers come together at The Green Contractors Expo

Green. Recycled. Renewable. Sustainable. Today, green building products are a hot commodity in the market—and manufacturers and builders alike are moving quickly to capitalize on the growing trend. As demand for proven green products increases, buyers are looking for reliable, certified sources to meet customer requests and government guidelines for green building systems.



“We created The Green Contractors Expo because we recognized a need for a dedicated event focused solely on connecting green building product manufacturers with the full supply channel—the people with procurement abilities,” says Mitch Isaacs, Operations Director, Bentley International Group.

“We firmly believe that the green revolution will drive economic growth for the future, not just in this country but globally,” adds Mr. Isaacs. “The Expo draws a cross section of people with purchasing power, from national builders and developers to architects, specifiers and operations managers interested in everything from new construction to retrofitting.”

A major concern regarding the green movement’s future is marketing credibility—manufacturers are increasingly asked to prove that their products meet green standards or rating system requirements. ICC Evaluation Service® (ICC-ES®) created the Sustainable Attributes Verification and Evaluation™ (SAVE™) Program to verify manufacturers’ claims regarding the sustainable attributes of their products.

“An ICC-ES® SAVE™ report provides manufacturers a means to demonstrate to their customers that the sustainable attributes of their product have been independently verified. This can be a significant advantage in an increasingly competitive marketplace,” says Steve Thorsell, ICC-ES® Director — Sustainability Evaluation Programs.

The SAVE™ Program was designed to provide manufacturer’s with independent third-party verification of their products’ sustainable attributes. Additionally, ICC-ES™ can provide an evaluation of those products for compliance with the requirements of the International Codes—making ICC-ES® a sort of one-stop shop. SAVE™ Program guidelines address a green product’s entire production process, beginning with raw material acquisition and progressing through the final manufacturing and packaging. The SAVE™ evaluation includes inspection of the manufacturer’s production facility and, where required by the evaluation guidelines, product testing at recognized laboratories.

The resulting Verification of Attributes™ (VAR™) report provides accurate product information to architects or

builders seeking to qualify for points under major green rating systems, standards or codes—like the U.S. Green Building Council’s LEED, Green Building Initiative’s (GBI) Green Globes, the National Association of Home Builders and International Code Council’s 2008 National Green Building Standard (ICC-700) or the 2008 California Green Building Standards Code (Title 24, Part 11). Future VAR™’s will provide the report holder with the option to include information that can provide guidance on how the report subject may comply with the requirements of major green rating systems, standards and codes.



A nonprofit organization, ICC-ES® is the United States’ leading evaluation service for innovative construction materials and systems. ICC-ES® developed the SAVE™ Program (www.icc-es.org/save) in conjunction with International Code Council® (ICC®) activities that are aimed at developing and fostering sustainable design and construction.

The Green Contractors Expo will take place in the Las Vegas Convention Center on September 28 and 29, 2010. For more information, visit www.ngbpe.com or call 800-859-9247.

This article is intended to provide information on the sustainable design and construction industry. It should not be construed as an endorsement.