



Media Contacts: C Squared Advertising
Heather Crunchie 503.327.8620
heather@csquaredadvertising.com
Brenda Collons 425.277.9951
brenda@csquaredadvertising.com

FOR IMMEDIATE RELEASE
June 29, 2011

CALSTAR PRODUCTS WINS CLEANTECH AND SUSTAINABILITY AWARD
Innovative Sustainable Paver and Brick Manufacturer Wins Prestigious Building Innovation Award

(NEWARK, Calif.) – CalStar Products has been awarded the Cleantech and Sustainability Award for Building Innovation by the San Francisco Business Times. The prestigious awards focuses on groundbreaking innovations that address climate change, generate jobs and boost the economy overall.

CalStar Products uses proprietary technology to produce bricks and pavers that offer unique environmental benefits. Incorporating 40% post-industrial recycled material, CalStar is able to avoid the energy-intensive kiln firing required for clay bricks and pavers and the use of Portland cement contained in concrete pavers. Because of this unique manufacturing process, CalStar uses 50-85% less energy in manufacturing, and generates 85% less CO₂.

In addition to these strong environmental advantages, CalStar Products offer all of the traditional beauty and quality of clay and concrete masonry products. The architectural facing bricks are available in modular, utility and 4" x 8" x 24" sizes. Pavers are available in 60mm Hollands in

Corporate Headquarters
6851 Mowry Avenue
Newark, CA 94560

www.calstarproducts.com
Phone: 510-793-9500

Wisconsin Plant
2825 Four Mile Road
Racine, WI 53404



smooth and tumbled finishes and a 5” x 10” x 80mm permeable paver suitable for vehicular applications.

According to Tom Pounds, CEO of CalStar Products, the manufacturing of building products is incredibly energy intensive. “Few people realize that the production and placement of building materials accounts for 12% of US energy usage, and 12% of CO₂ emissions,” Pounds explains. “Each traditional brick produced represents about a pound of carbon dioxide,” he adds. By comparison, a single CalStar brick represents a mere tenth of a pound of carbon dioxide.

“Our entire team is delighted to receive this coveted award,” says Pounds. “It provides affirmation that building products manufacturers can contribute to climate change in a meaningful way,” he states. Venture-capital backed CalStar Products developed the groundbreaking products after several years of intense research and development, introducing its recycled bricks and pavers to the marketplace in spring 2010.

The Business Times received nearly 200 nominations in 15 categories. An independent panel of judges selected the winners based on the strength of the nomination, the innovation behind the technology and the potential of the company’s technology or practices to achieve both commercial success and positive environmental impact. The awards program focuses on cleantech companies in the greater San Francisco Bay Area including Silicon Valley, an area renowned for groundbreaking innovations in technology.

Corporate Headquarters

6851 Mowry Avenue
Newark, CA 94560

www.calstarproducts.com
Phone: 510-793-9500

Wisconsin Plant

2825 Four Mile Road
Racine, WI 53404



The competitively priced masonry products from CalStar are available across North America at independent distributors. For more information contact the company at 877.700.9501 or visit the website at www.calstarproducts.com.

ABOUT CALSTAR PRODUCTS, INC.

CalStar Products, Inc. develops and manufactures sustainable building products that allow customers to dramatically reduce the energy and CO₂ footprint of their projects and incorporate significant recycled materials, without compromising building performance or budgets. Headquartered in Silicon Valley with a manufacturing plant in Wisconsin, CalStar's mission encompasses national priorities of supporting energy independence, mitigating climate change, preserving natural resources, recycling industrial by-products, and creating green jobs.

#

Corporate Headquarters

6851 Mowry Avenue
Newark, CA 94560

www.calstarproducts.com
Phone: 510-793-9500

Wisconsin Plant

2825 Four Mile Road
Racine, WI 53404