



Media Contacts: C Squared Advertising  
Katy Tomasulo 425.277.9956  
[katy@csquaredadvertising.com](mailto:katy@csquaredadvertising.com)  
Heather Crunchie 503.327.8620  
[heather@csquaredadvertising.com](mailto:heather@csquaredadvertising.com)

FOR IMMEDIATE RELEASE  
December 7, 2011

## **TWO CALSTAR MASONRY PRODUCTS EARN PRODUCT INNOVATION AWARDS**

*Sustainably Manufactured Bricks and Pavers Honored in Architectural Products Magazine*

PRODUCT INNOVATION  
AWARD WINNER

**PIA'11**

(NEWARK, Calif.) – CalStar Products’ sustainably manufactured Holland Pavers and Architectural Facing Bricks were recognized with Product Innovation Awards from *Architectural Products* magazine.

The inaugural awards program honors standout selections from the industry’s most frequently specified product categories. “We set out to identify and share the most innovative in the major product categories in hopes that specifiers dealing with diverse components of designing a building ... will find the results intriguing,” said associate editor Megan Mazzocco.

CalStar’s Holland Pavers and Architectural Facing Bricks offer the same performance and aesthetics as traditional units, but with a reduced environmental footprint and reduced cost. The company’s proprietary manufacturing technology incorporates 40% post-industrial recycled material and avoids the energy-intensive kiln firing required for clay bricks and the use of Portland cement contained in concrete units. This unique manufacturing process uses significantly less energy than concrete units and generates dramatically less CO<sub>2</sub>. These same sustainable manufacturing attributes allow CalStar to manufacture these products more affordably than traditional alternative materials.

**Corporate Headquarters**  
6851 Mowry Avenue  
Newark, CA 94560

[www.calstarproducts.com](http://www.calstarproducts.com)  
Phone: 510-793-9500

**Wisconsin Plant**  
2825 Four Mile Road  
Racine, WI 53404



“The manufacture of building materials accounts for about 12% of the nation’s carbon dioxide emissions. CalStar’s ground-breaking technology reduces that carbon footprint and at the same time helps bring project masonry budgets in line,” says Craig Ratchford, CalStar vice president of sales and marketing. “We’re honored that the judges of *Architectural Products’* Product Innovation Awards recognized the environmental, resource, and performance benefits of CalStar’s bricks and pavers.”

CalStar’s sustainable, attractive, and affordable masonry products are available across North America at independent distributors. For more information, contact the company at 877.700.9501 or [www.calstarproducts.com](http://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 carbon 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.

# # #