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Earth Pledge Installs GreenRoof

The GreenGrid Green Roof System, manufactured by Weston Solutions Inc. (WESTON), was recently selected by Earth Pledge, a New York nonprofit corporation, for their two-year Green Roof Pilot Project.

In partnership with Earth Pledge, WESTON provided an extensive, four-inch-deep GreenGrid green roof on a LEED-Platinum-certified office building in Santa Monica, Calif., designed and owned by David Hertz of Syndesis.

The GreenGrid project was managed by Michael Rieger, project engineer with WESTON, responsible for California GreenGrid sales. For the project, WESTON partnered with Magic Growers nursery, the growing medium provider Agromin, and the irrigation suppliers Netafim and Dramm, who sponsored labor and materials.



The installation, one of the first in the Greater Los Angeles area, was filmed by Sundance Channel. It will be featured in "Works," an upcoming Green Programming block, starting April 16.

"This project is also innovative in that GreenGrid was installed adjacent to photovoltaic (solar-electric) components," commented Rieger. "GreenGrid aids in reducing undesired heat gains, common with PV-panels, and helps increase the electric power output."

He adds that the project will also provide stormwater retention, energy reduction, and plant performance research data. "In a state where air quality and energy costs are crucial, this project is a harbinger of hope to curb greenhouse gas emissions and pollution," states Rieger.

Lisa Kay, WESTON's Director of Business Development for the Pacific Division adds that the company has high expectations for GreenGrid Green roofing systems as a key component of the company's sustainability solutions and consulting we will be offering our strategic clients throughout the Pacific Division. "It's really exciting because we see many opportunities in the Los Angeles Region where the Mayor and City Council have adopted a strong policy toward sustainability," she says.

Becoming sustainable in one of the largest growing urban cities in our country will require innovation and creativity, according to Kay. The City of Los Angeles, surrounding smaller cities, the Port of Los Angeles and the Port of Long Beach each has implemented sustainability and green programs. "GreenGrid plans to be there, helping them achieve those goals," she says.

WESTON will also exhibit at the Green California Summit on March 13 and 14 in Sacramento.

For more information, contact Michael Rieger at Michael.Rieger@greengridroofs.com or 818-464-7080.

GreenGrid Green Roof System is a business of Weston Solutions Inc.—a leading environment and redevelopment firm delivering comprehensive solutions to complex problems for industry and government worldwide. WESTON is the exclusive licensee in the United States of the GreenGrid System, a proprietary technology of ABC Supply Co., Inc. All GreenGrid projects in the United States have been performed by Weston Solutions, Inc. or its authorized contractors.

For more information, visit www.greengridroofs.com or contact Jim Lindell at (847) 918-4011; Jared Markham in Glastonbury, CT at (860)368-3204; Michael Rieger in Sherman Oaks, CA at (818) 464-7080, or Larry Vanselow in Seattle, WA at (206) 521-7692.

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Earth Pledge promotes sustainable development by identifying and implementing innovative technologies that balance human and natural systems. They deliver viable, replicable models to government, industry, and communities nationwide.



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