

FOR IMMEDIATE RELEASE



Liquid Plastics

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Liquid Plastics Inc. Goes “Green”

MIDDLETOWN, CT- Since opening their doors 6 years ago, Liquid Plastics Inc. (LPI) has always been ahead of environmental issues. LPI manufactures Decothane, a single-component, moisture-triggered, aliphatic elastomeric polyurethane liquid applied roofing/waterproofing membrane. Decothane, an environmentally friendly roofing membrane, is in a very real sense, a “green” material, since it will never need to be removed and disposed of. A Decothane membrane, used to restore existing roofs, or to replace them, may never see a landfill, because it can be renewed (maintained) for the life of the building. Decothane is bondable to any existing roofing substrate – bituminous modifieds, asphalt BUR, foam, single ply, concrete and metal and thus can refurbish existing roofs without tear-off, providing existing insulation is acceptable. A Decothane roofing membrane becomes a permanently bonded component of the building envelope that never needs replacing.

As environment interests continue to rise, LPI has taken many steps toward becoming “green” in every aspect of our business. We stay focused on the environment, making every possible effort not to be wasteful.

Typical “going green” efforts at LPI have been ongoing; recycling bins for bottles and cans have been located throughout the plant, and electric hand dryers are installed in the restrooms. Beginning in 2006 Rob Mauro, Environmental Health and Safety Manager, took the initiative to reduce plant water usage. LPI installed a two pump, closed chiller system which reuses and cools water from the mixing vessels. “Since its installation in December 2006, LPI has reduced water usage by 8,505,000 gallons. From a business point of view, this conservation effort has saved us approximately \$19,000,” Rob said.

The front office has also taken charge and jumped on the “green” bandwagon. Heather Cubeta, Customer Service Manager, began buying recycled paper for office use. LPI employees have been provided with blue recycling bins for magazines and paper; all employees are encouraged to use both sides of paper for printing, and asked to recycle their printer toner cartridges. “I think it is wonderful our office is going green. The little things make a huge difference and anything



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that we can do makes us all feel a little better about the environment,” said Heather.

As Liquid Plastics continues its “green” mission, future plans include: all new literature to be printed on recycled paper; a green initiative section to be included on the website; updating customers in an upcoming online newsletter documenting LPI’s ongoing efforts; and continuing to use environmentally friendly ways of communicating rather than conventional means such as letter writing, interoffice memos, and sending faxes.

With new organizations such as the Cool Roof Rating Council (CRRC), Leadership in Energy and Environmental Design (LEED,) and the United States Green Building Council (USGBC) emerging over the last 10 years, Decothane roofing membranes, along with the large water based product offerings of LPI, continue to change with the times. With a solar reflective index (SRI) greater than 78, Decothane SP White reduces heat gain, is UV resistant and qualifies for 1 LEED credit under Sustainable Sites 7.2: Heat Island Effect.

As Liquid Plastics continues to grow at a rapid pace, their goal is to help the environment both in the manufacturing sector, as well as internally. Saving the environment is not easy, but as a company, Liquid Plastics will continue to make positive changes.

Chuck Fitzgerald, CEO of Liquid plastics, puts it this way: “Our primary goals are to take care of our customers and employees. Doing whatever we can to preserve and improve the environment through our green manufacturing and product initiatives seems to be a common sense answer to the demands of those customers, employees, and today’s environmentally aware society.”

For more information visit www.liquidplasticsinc.com, or call the Marketing Department at 860.613.2688 ext. 110.

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