

Greenwashing?

How do Dryvit Outsulation® systems measure up?

Green • wash (gren'wosh,wosh) – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.¹

We've all heard the term "greenwashing." At Dryvit Systems, Inc., we take the claims we make with respect to the green credentials of our Outsulation systems very seriously. We are exceptionally proud of the efforts we make to operate all facilities in an environmentally sustainable manner – and we are the only manufacturer in our classification of products to have earned certification to ISO 14001:2004 standards, the international benchmark for environmental responsibility in operations and manufacturing. All claims we make about the green benefits of Dryvit Outsulation systems are backed by independent, third-party testing.

Numerous media have drawn attention to TerraChoice (www.terrachoice.com), which has published "The Six Sins of Greenwashing"¹. The intent of this guide is to provide consumers with a way to critically evaluate the validity of green claims made by product manufacturers.

The underlying premise of "The Six Sins of Greenwashing" is that green product claims must pass three basic litmus tests to avoid the sin of Greenwashing:

- Transparency
- Proof
- Relevance

Let's consider how Outsulation Systems from Dryvit stack up to these criteria:

Transparency

Dryvit makes two specific claims with respect to the green nature of Dryvit Outsulation systems:

- 1) Outsulation systems are more energy efficient than competing, tested systems and,
- 2) Outsulation systems produce a smaller carbon footprint over the full life cycle of the product than competing, tested systems.

In both cases, the claims are made on the bases of the results of specific third-party testing. The first claim of energy efficiency is supported by testing performed by the Oak Ridge National Laboratory.

The second, carbon footprint claim is supported by a Life Cycle Analysis performed by the National Institute of Standards and Technology (NIST), and is articulated in NIST's BEES version 4.0 software.

A full description of both test results are publicly available and can be found at the following web sites:

ORNL –
<http://www.ornl.gov/sci/roofs+walls/AWT/HotboxTest/SteelFrame/Dryvit/index.htm>

NIST –
http://www.bfrl.nist.gov/oe/software/bees/please/bees_please.html

Proof

In accordance with 'transparency' requirements, all of Dryvit's environmental claims are based on independent, third-party testing and are available for public review. The results of that testing clearly supports the company's environmental claims.

The greater energy efficiency claim is supported by comparisons conducted by the ORNL. As the chart indicates, Dryvit Outsulation systems offer a higher Whole Wall R-Value than any other tested cladding. All of the cladding types were tested in identical laboratory settings by ORNL in "real world" configurations.

The assertion that Outsulation systems yield a smaller carbon footprint is also supported by a third-party life cycle analysis (LCA) conducted by NIST. The release of their version 4.0 BEES software provides the life cycle analysis of more than 260 construction products, including the Dryvit Outsulation systems and several other common claddings, for a 50 year period.



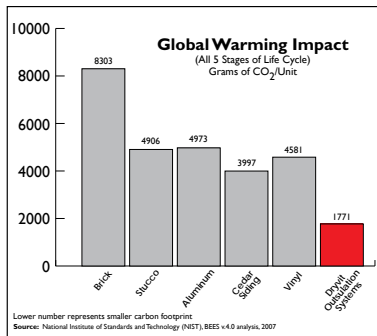
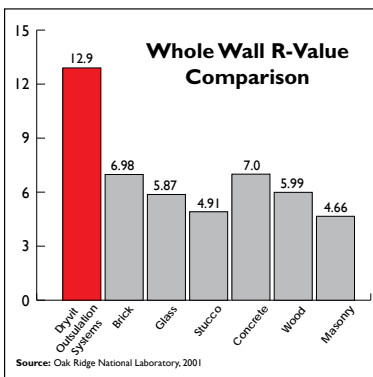
OUTSULATION®
SYSTEMS

¹ Definition provided by Terra Choice in their report, "The Six Sins of Greenwashing."

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The results show that Dryvit Outsulation systems have a significantly smaller carbon footprint than other tested siding materials – including three times smaller than stucco and five times smaller than brick. The chart demonstrates the carbon impact of all the tested claddings over the full 50 year product life cycle (smaller numbers equal better performance in this chart).

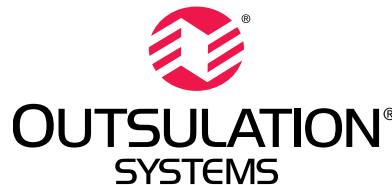


Relevance

The United States Green Building Council, and numerous other organizations, asserts that the energy used to heat, cool and operate buildings represents more than 40 percent of the total energy consumed in our nation

As proven by nationally respected third party testing agencies, it is overwhelmingly clear that Dryvit Outsulation systems can make a major impact on the goal of reducing the consumption of fossil fuel in both new and renovation construction. Given the dwindling global supply of fossil fuels and data supporting the premise of global climate change as a result of burning them – there is little of greater relevance than the contribution better energy efficiency can make to our nation's energy security and carbon footprint.

To more closely examine the green credentials and claims made by Dryvit relative to their Outsulation system, please visit www.dryvitisgreen.com.



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