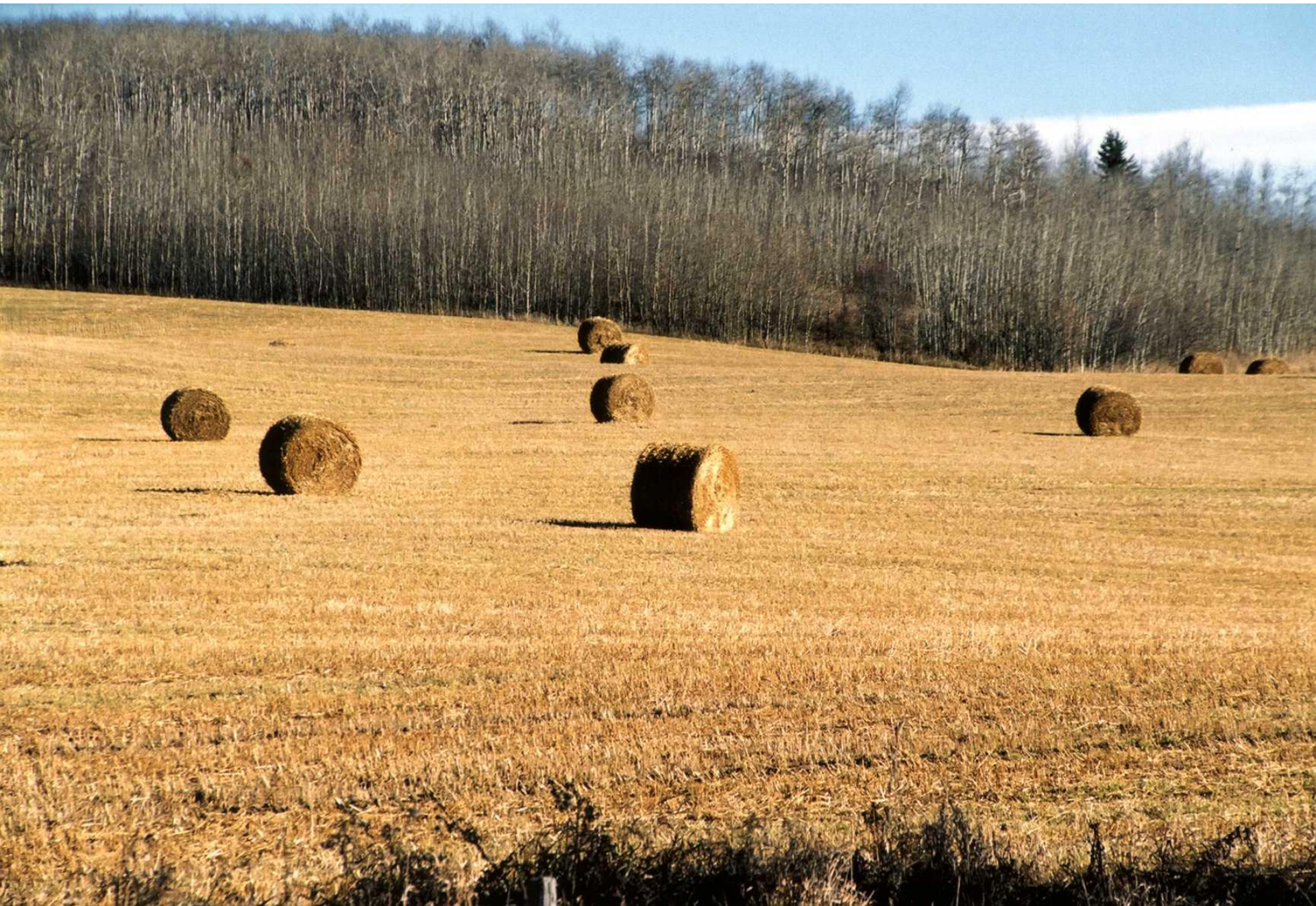


Alberta Biomaterials Development Centre

Green Building – *Marketing to the Masses* Seminar Insights

Trevor Kloeck
Co-Lead ABDC
November 24, 2011
Edmonton, AB







Alberta Biomaterials Development Centre

- \$15M initiative
- Virtual centre
- Pre-commercial and small demonstration scale processing
- Bridges business and technical aspects



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Feedstock Development

- Genomics
- Breeding
- Cultivation
- Harvesting



Processing & Conversion

- Mechanical processing
 - Chopping, milling, decorticating, refining
- Chemical processing
 - Pulping, degumming
 - Extrusion



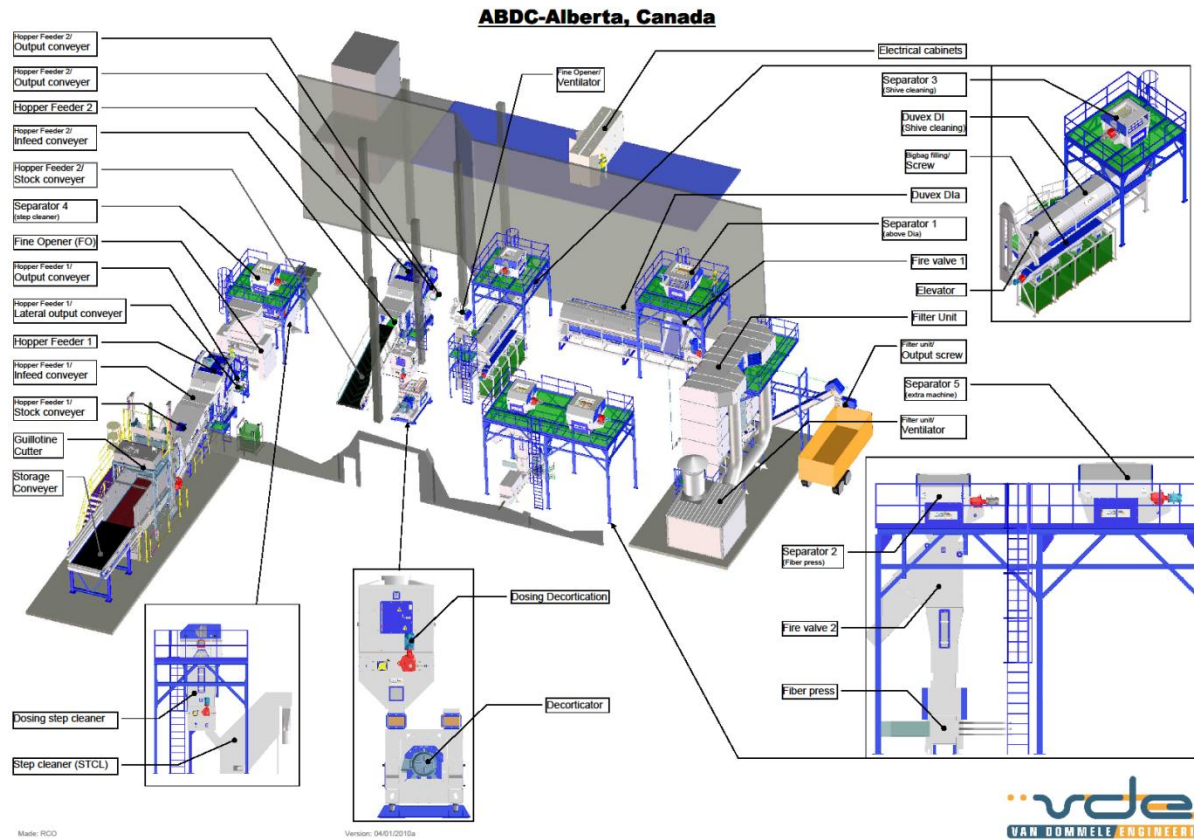
Bio-Products

- Bio-Composites
- Bio-Products (textiles, paper, absorbents)
- Bio-Polymers (Bio polyols)
- Bio-based chemicals





Decortication Pilot Plant



Case Study: Tam Tekle Services



- Assisted with product development
- Market identification
- Identifying financing options
- Helped source equipment

Seminar Insights

- We heard...
 - The consumers market in green products is still developing
 - Current economy situation is influencing growth of this industry
 - Greenwashing is still an issue
 - There is a need to focus on using the forces of the market and not financial institutions because of the current economic situation

Seminar Insights

- We heard....
 - The science of building is growing rapidly
 - A systems approach is necessary (resale, recycling)
 - Other markets will drive change in the building industry eg. China
 - There is a gap between industry innovations and market trends

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