

MEDIA RELEASE



ecospecifier.ae is now ONLINE

The world's leading source of eco-product information, Ecospecifier International launched in the United Arab Emirates on 24th March 2008 to support the introduction of 'green buildings that meet the demands of best practices and benchmarks of pollution-free sustainable development' and pursue 'zero-carbon, zero-waste green community' outcomes.

Ecospecifier.ae now delivers ecospecifier International's acclaimed, unique green 'Business to Business' services to UAE building industry professionals to help them cost effectively deliver green buildings by:

- Connecting them to a powerful online database resource of verified eco-information on green products, materials and technologies, based on whole of life-cycle analysis where the research and analysis has already been done for them;
- Providing product Assessments that are pre-assessed against the LEED® green building rating system;
- Educating in new areas of green building, materials solutions and green building rating systems including LEED® and in future the Abu Dhabi Green Building Rating tool, etc.

According to David Baggs FRAIA, the Technical Director for ecospecifier International "ecospecifier.ae will enable the UAE Building industry to make informed green building product choices with confidence and for the first time, within the timeframes being demanded in today's buoyant market".

Samuel Keehn, Environmental and Sustainability Manager with Dubai company Energy Management Services, Int. strongly supports the benefits of ecospecifier...

The UAE Ecospecifier site is an impressive tool as we work with projects in Dubai and other areas around the Gulf. Searching by LEED credits or a specific green product need, all backed by EcoSpecifier's extensive reviewing and verifying protocols, makes this site a must for green building consultants and all those involved in green building materials in the region.

Launched after an extensive 5 month consultative and information gathering process in and from the UAE, the ecospecifier.ae site is a development of the successful Australian and New Zealand service that has been established for over 4 years and is now the benchmark for eco-products in those countries and is in the process of also being commenced for various others.

"Ecospecifier is a 'one-stop' support system to make informed and rapid decisions in the quest to reduce environmental impacts and create healthier built environments for

people to live, work and play. The UAE now have a tool to support them in this process”, says Mary-Lou Kelly Managing Director of ecospecifier International.

Ecospecifier.ae has over 1200 product listings relevant to the UAE including Summary and LEED assessed listings each with UAE availability categories to explain the level of availability within the market.

Nearly 70% of products listed on the database are available in the UAE now or have already been used in UAE projects. The others are multinational products already being exported but as yet not in the UAE.

Sample listings can be viewed in the ‘New Products Feature’ on the home page and there is also a **downloadable Site Search Demonstration** on the ‘Product Search’ page.

Navigating to www.ecospecifier.ae will allow subscribers of the service valuable time saving and will enable discovery of the reasons Dr Kath Williams, Fulbright Senior Specialist and Past Chair of the US Green Building Council supports the introduction of ecospecifier globally:

ecospecifier is a world-class tool that deserves global input and attention. No other software tool helps designers and specifiers make decisions on products in such scientifically, environmentally based protocol. I am impressed and sincerely anxious about seeing ecospecifier gain the global recognition it deserves ... We need ecospecifier out here in the building industry.

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