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CCSE Sustainability Fair showcases array of green products

By **MONICA UNHOLD***The Daily Transcript*

SAN DIEGO — Recycled flooring materials, solar panels and drought tolerant plants were among the green products displayed Thursday during the California Center for Sustainable Energy's second annual Sustainability Fair.

Due to the event's popularity last year, organizers decided to divide the fair into two days with Thursday's event tailored to business-to-business transactions and Sunday's event offering family-oriented activities for residential customers.

Both events aim to link consumers with providers of sustainable products for homes and businesses.

A nonprofit organization, CCSE also offers impartial advice about different products, said Irene

Stillings, executive director of CCSE.

"It used to be that if you wanted to be green, you'd have to go about it on your own, but now there are all these organizations that can help," Stillings said. "I really think we provide a valuable service."

Thursday's event drew nearly 50 exhibitors, the most companies offering green products to ever convene at a CCSE event, Stillings said.

Among the exhibitors was San Diego-based landscape contractor **Good Earth Plant Co. Inc.**, which offered information about its green roof, green wall and rainwater capture products.

Good Earth engineers and installs drought-tolerant landscaping on rooftops and walls, which helps cool

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buildings. The company installed such a roof atop the Anza Borrego Desert State Park Visitor's Center.

Though the company has seen a lot of interest in such products, relatively few have gone through with replacing their lawns, said James Mumford, president of Good Earth.

"As water gets more expensive our business will pick up," Mumford said.

Green building products by San Diego-based GreenHouse Builders were also on display at the show.

The company offers low-E windows, sustainable tile products and Tex-cote paint, an exterior coating that pre-

vents water seepage into walls while keeping buildings cooler by reflecting ultraviolet rays, said representative Bob Estavillo.

ProSource Wholesale Floorcoverings was also present to exhibit its green flooring products.

The company offers recycled wood flooring extracted from old barns, bamboo flooring and paneling, and carpeting made of recycled plastic soda bottles.

Though the company is closely tied to the construction industry, it has not been hit as hard as most contractors, said Kathy Anderson, a representative of ProSource.

In the absence of much new construction, the com-

pany is finding a significant market for its products in renovation projects, commercial and very small residential projects.

Solar company **SANYO North America Corp.** used its booth to display its solar panels and educate attendees about its "enloop" rechargeable batteries. The batteries have a longer life than most rechargeable batteries on the market.

A set of the battery ranges between \$12 and \$16, and each battery can be recharged up to 1,000 times, said Aaron Fowles.

Though the batteries cost more than single-use batteries initially, they represent a huge savings in the long run.

Rechargeable batteries also have the potential to prevent billions of batteries from piling up and leaching harmful chemicals into landfills. SANYO has sold more than 90 million of the batteries.

SANYO's enloop rechargeable battery line includes a variety of battery sizes, even batteries for hybrid vehicles and electric bicycles.

Interest in products like SANYO's batteries and the other products displayed at Thursday's event indicates more people are taking an interest in renewable energy.

"Energy has become hot," Stillings said.

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