

## **MEDIA RELEASE**

Wednesday 24 June

### **Green minds think alike**

#### ***Rockcote wins Szencorp Green Building Award at UN World Environment Day Awards***

If great minds think alike it's highly probable that green ones do too. This was very much the case when environmentally friendly paint and architectural coatings company **Rockcote** took home the **Szencorp Green Building Award** at the recent (5.6.09) **United Nations Association of Australia World Environment Day Awards**. Managing Directors, **Bob Cameron** from **Rockcote** and award sponsor, **Peter Szental** from **Szencorp** share a common philosophy when it comes to business – one of sustainability and innovation.

The 'green building' accolade was awarded to Rockcote's multi-award winning Design Centre on Queensland's Gold Coast. The 1000m<sup>2</sup>, single storey building, acts as a warehouse and showroom for Rockcote's products, which includes environmentally friendly paint, energy efficient walling systems, coloured renders and high performance membrane coatings.

The Rockcote building boasts impressive environmentally sustainable credentials such as zero Volatile Organic Compound (VOC) paints and finishes, complete water self-sufficiency, a worm farm, compost systems, photovoltaic panels for energy generation and recycled and renewable materials. Staff pick organic herbs from the onsite permaculture garden and grow their own flowers and vegetables. Environmental education is also high on the agenda with monthly site tours for the general public and 'on request' tours for university students, school students, architects, designers and overseas delegations.

Szencorp is a market leader when it comes to green buildings. Melbourne based Szencorp was the first company in Australia to retrofit an inefficient, typical suburban office block into Australia's highest rated sustainable building. Its multi-award winning Szencorp Building at 40 Albert Road in South Melbourne has achieved a 6 Star Green Star rating for design and 5 Star NABERS ratings for energy and water performance. Opened in 2005, the Szencorp Building has demonstrated that sustainable buildings can be commercially viable. Szencorp has been a proud sponsor the United Nations Association of Australia World Environment Day Green Building Award since winning the Award in 2006.

After winning the Szencorp Green Building award, Rockcote's Bob Cameron said:

"Rockcote and Szencorp's approach to business is similar in that we both believe sustainability should be an integral part of the business model, from work practices through to buildings.

"It is only when you take a holistic and innovative approach to building design that real environmental and business benefits, along with cost savings, can be achieved," Bob said.

"For example, our energy efficient wall systems and heat reflective coatings greatly reduce the load on building heating and cooling systems thereby maximizing energy efficiency. A traditional approach might have been to more tightly seal the building envelope with disastrous consequences for indoor air quality.

"CSIRO studies reveal that 70% of VOCs emanate from a building's interior paint and off-gassing from standard paints can continue for up to seven years. Rockcote's range of EcoStyle paint contains no VOC's or dangerous chemicals, greatly improving indoor air quality and also providing a beautiful finish."

...continues/2

Szencorp's Peter Szental responded:

"It's great that such an environmentally focused company like Rockcote won the Szencorp Green Building Award, as not only is their building 'green', but their products and business practices are too," Peter said.

"Like Rockcote, Szencorp has used its building to showcase its energy efficiency products, as well as test new cutting-edge technologies.

"The Szencorp Building has become a powerful branding exercise for my group of companies, particularly for Energy Conservation Systems which offers a range of solutions to help commercial buildings save energy and water.

"Bob Cameron has been very astute in creating such an innovative sustainable building as he has not only provided a perfect demonstration for his products, but he has also future-proofed the building, added to its value, improved working conditions, and reduced his companies emissions," he said.

Rockcote's next project is to take its prototype clay range of products to market. The range is based on traditional mud renders and natural building systems similar to those found in nature. Rockcote intends to mimic the practices employed by ants, swallows and hornets who build their structures using clay and natural binders. Bob explains:

"Our clay plasters provide attractive, natural finishes using only clay, fibres and natural binders. In fact, these plasters are so environmentally friendly that they could be used on human skin as a mud pack beauty treatment. Our clay range production will be carbon positive meaning it will give more back to the environment than it took to create it."

Szencorp and its subsidiary company Energy Conservation Systems, is currently working on a range of innovative technologies including the development of solar air-conditioning for non-residential buildings. The company has now installed the two largest solar air-con systems in the world – one in Queensland and the other in Thailand. Szencorp is also rolling out a 'Building Tune-Up' energy efficiency program for a number of existing buildings in Delhi, India.

Australian owned Rockcote and Szencorp look set to enjoy a long and prosperous green future.

## **ENDS**

For more information or to arrange a photo or interview contact:

Merrin Morrison  
Public Affairs Manager  
Szencorp  
Mobile: 0400 829 601  
Email: [merrin.morrison@szencorp.net](mailto:merrin.morrison@szencorp.net)