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“Building Green Creates New Opportunities For New York City Manufacturers”

August 7, 2005 (New York City) — A study released today concludes that the construction of energy efficient, environmentally friendly buildings is creating demand for new products from local New York City manufacturers. The study, *Building Green: New Business Opportunities for NYC Manufacturers*, was completed by the New York Industrial Retention Network (NYIRN) and the Industrial and Technology Assistance Corporation (ITAC) and included a survey of 176 architects, construction firms and building developers.

“This study proves that increased construction of green buildings is not a temporary fad but a fundamental change in development practices,” said City Council Speaker Gifford Miller who funded the study and joined NYIRN and ITAC for the study’s release. “Strengthening the link between green building and local manufacturing is a job creating opportunity we cannot afford to let pass us by.”

The study identified at least 30 construction projects in New York City that plan to meet LEED standards (Leadership in Energy and Environmental Design) developed by the US Green Building Council and an estimated \$4 billion worth of construction will occur over the next few years. LEED and other green building standards give a preference for locally manufactured goods. A total of 577 green buildings are being developed within a 500-mile radius of New York, the primary target market area for New York based green companies.

There are approximately 1,500 manufactures in New York City who make products that are used in building construction and who could benefit from green development if they incorporated green features into their products such as reducing or eliminating the use of toxic materials, increasing the recycled content of their products and increasing their energy-efficiency. The study identified several products in strong demand and which could be made in New York. They included: sustainably harvested wood products such as doors and moldings; energy efficient lighting fixtures, windows made from recycled glass; and particle board from recycled wood.

(more)

“This is a unique moment in the development of this industry which New York City manufacturers need to capitalize on,” said Sara Garretson, Director of ITAC. “Because the industry is evolving, the relationships between the people who buy green products and the manufacturers who make them is still fluid. Now is the time for companies to enter this market and establish relationships before they solidify and it becomes harder to compete.”

96% of the architects, developers and other construction professionals responded to the survey that they expected to increase the dollar amount their firms spend on green building products in the next three years. This growth is being driven by increased profits from lower operating costs of green buildings, by the preferences of tenants for healthier work and living environments, and concerns about future energy costs. A particularly important trend for New York companies is the growth of green development beyond new construction and into the markets for building renovation and interior furnishing; markets in which the smaller, more design oriented New York City companies are more competitive.

“The study revealed some of the challenges that the City and the manufacturers need to work together to address,” said Adam Friedman, Executive Director of NYIRN. “For example, buyers lack awareness of the availability of local products so they often do not seek bids from local companies that could help them score LEED points. New York companies must also confront high operating costs that make it difficult to remain cost-competitive.”

“These challenges can be addressed through programs to cut energy costs, reduce waste and stabilize real estate conditions,” concluded Mr. Friedman. NYIRN and ITAC will be conducting a follow up study with the approximately 1,500 NYC manufacturers to determine their capacity and the assistance needed to start competing in the green marketplace.

“The benefits of green development will be felt throughout the City, for every business that flips on a light switch or a computer and for every resident who breaths the air,” said Mr. Friedman.

The study is available at [www.madeinnyc.org](http://www.madeinnyc.org).

The **New York Industrial Retention Network** (NYIRN) is a citywide, economic development organization that promotes a diverse economy that provides employment and entrepreneurial opportunities for all New Yorkers by strengthening New York City’s manufacturing sector, based on principles of economic and environmental justice and sustainability.

The **Industrial and Technology Assistance Corporation** (ITAC) provides direct technical assistance to manufacturing and technology firms in NYC to help them develop and optimize their competitive advantage. ITAC offers a wide variety of services that are specifically tailored to the individual needs of each client firm. ITAC is a not-for-profit economic development organization that receives significant financial support from the New York State Office of Science, Technology and Academic Research (NYSTAR), New York’s high-technology economic development agency, and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP). ITAC serves as NYSTAR®’s designated Regional Technology Development Center for New York City and one of nearly 350 MEP locations across the country and works directly with regional companies to increase their competitiveness and profitability.

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