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### **Next Spec It Green Event**

Industrial Retention Network (NYIRN) and Industrial and Technology Assistance Corporation (ITAC), announced the second session of “Spec It Green: The Contractor’s Advantage,” a series of four seminars to educate building and design professionals about the benefits of using green building products made in New York City. The benefits address all three elements of sustainability: environmental quality, economic growth and social responsibility. The next workshop, to be held June 6 at 5 PM at the Carpenter’s Union headquarters located at 395 Hudson Street in Manhattan, will focus on the health benefits of materials with recycled and rapidly renewable content that don’t emit harmful volatile organic compounds (VOCs). Chris Garvin of Cook + Fox Architects and Barbara Glickstein, a public health nurse and environmental advocate will discuss using eco-friendly, low-emitting materials.

### **A New Community of Green Partners**

The event will also feature a display of green building products designed and built by firms supporting the Spec It Green series. An added benefit has been the development of new partnerships and the potential for new products and services.

“Seven New York companies collaborated to construct an exhibit to communicate the benefits of sustainable materials. In the process, new business relationships were forged among them that will enhance their sustainable goals and their growth,” said Sara Garretson, ITAC President.

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“The sponsors, the contributors and the associations are all responding to the strength of this collaboration. We are getting feedback telling us that the series has fostered partnerships with these organizations that extend beyond the scope of Spec It Green. These businesses are committed to improving the NYC environment, and are creating a community in which to share their challenges and discoveries as they continue to contribute products and services for sustainable building,” stated Adam Friedman, NYIRN Executive Director. “Together, these businesses are creating a foundation for “green collar” jobs, which provide livable wages and safe working conditions, while addressing ecological challenges.”

### **Featured Companies**

Local manufacturers including DFB Sales, Island Architectural Woodwork, Globus Cork, Lutron and NuLux all made products featured at the event. Distributors Green Depot and Enterprise Lighting Sales also contributed materials. Designer Paul Miller developed both the identity of the Spec It Green series as well as the overall “look” for the displays while Whole Foods also supports the initiative. Company representatives will also participate in a panel discussion during the event to answer questions about the highlighted local products.

“DFB is committed to making sustainable products, and we are engaged in a company wide sustainable conversion,” said Catherine Barton, Director of Business Development for DFB Sales in Long Island City, NY “We are learning how to think about alternative ways to improve our products from our Spec It Green partners.”

For more information about the event, contact Liz Taylor at ITAC: 212-442-2990 or [ltaylor@itac.org](mailto:ltaylor@itac.org) or visit the website, <http://www.itac.org/specitgreen.html>.

### **About ITAC**

ITAC is a city-wide economic development organization that seeks to strengthen the economy of New York City by improving the performance of small to mid-sized firms that create or produce technical or manufactured products. For more information, contact Liz Taylor at 212-442-5219 or [ltaylor@itac.org](mailto:ltaylor@itac.org).

**About NYIRN**

NYIRN is a city-wide 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. For more information, contact Tanu Kumar at 212-404-6990 x15 or [tkumar@nyirn.org](mailto:tkumar@nyirn.org).

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