

CONSTRUCTION PUBLISHER GOES GREEN WITH NEW E-PUBLICATION

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With green awareness on the rise and more owners and builders looking for environmentally sound construction practices, WPL Publishing is pleased to announce the launch of its newest construction industry e-publication, *Green Building Insider*.

Green Building Insider is a one-stop source for up-to-the-minute news and information on the green building industry. The publication covers legislative issues, policy changes and best practices in design, construction and facilities maintenance. It also highlights contractors and designers leading the industry towards a greener future.

The launch comes on the heels of the recent Greenbuild International Conference and Expo in Chicago in early November, which saw significant increases in attendance and conference topics from previous years, proving that the industry is growing.

The publication is targeted towards project owners, builders, designers, subcontractors, facility managers and construction industry players interested in pursuing a more environmentally-friendly way to do business.

“We’re keenly aware of the groundswell of interest in green building, as evidenced by reader feedback and the buzz at various construction trade shows,” said WPL publisher Paul Levin. “The other buzzes we hear that the media frequently miss are what’s happening at the street level.” Those interested in going green are asking:

- Are green building efforts delivering on promises?
- Is the cost of certification better spent on more green features?§ Are the increased costs to go “green” justified?
- Will the 20 percent extra cost for green materials and labor provide the promised 80 percent value in return?

Says Levin, “Our team of reporters has been tasked with getting the answers to these questions out to the leaders in green design and construction, so they can provide clients with optimal green outcomes.”

The site will launch on Nov. 19, 2007, at www.greenbuildinginsider.com.

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