

Interbike Press Release



Pedro's Sustainable Booth Makes Commerce "Cool"

FOR IMMEDIATE RELEASE

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LAS VEGAS, Nev. (Sept. 26, 2006) – Most businesses come to Interbike with a singular focus: create commerce. But Pedro's USA added another criterion to its mission by creating a sustainable booth and making its entire trade show endeavor "carbon neutral."

"We're veterans of the Interbike trade show and we know full well how much waste is involved," said Christopher Zigmont, general manager of Pedro's USA. "We were at a point where we needed a new booth. So we saw an opportunity to create a commercially viable booth that was sustainable."

Zigmont emphasized that the efforts Pedro's is making at Interbike, which mirror the initiatives taken by the company in the creation, packaging, and use of its entire product line of bicycle care products. "Look, we're not close to being where we want to be or where we need to be," said Zigmont. "We hope other companies in the bike industry challenge us. This is one race we're happy to lose." He noted that Pedro's set a lofty goal of 90 percent sustainable/renewable/recyclable for the construction and transportation of the company's booth and staff for Interbike.

The means to achieve that goal included the following:

Flooring: Flor carpet tiles are made from recycled or renewable polypropylene in an efficient process. Tiles were chosen over rolled carpet, as tiles reduce remnant waste by nearly 50 percent. The company states that if you can't find a repurpose or recycling option yourself, you can send it back to them for recycling.

Office structure: Reusable Bosch Rexroth aluminum structural framing served as the skeleton for the private office space in the Pedro's booth. Designed for engineering projects, these bones will see many tradeshows, before their reuse in many future R&D projects. Aluminum is a recyclable industrial nutrient.

Wall panels: Plyboo bamboo plywood from Smith & Fong created the barriers for the office area in the Pedro's booth. Bamboo plywood is made from 100 percent rapidly renewable bamboo, using low VOC adhesives that are both strong and emissions free. Properly harvested, bamboo will re-grow from the roots in just four years.

Fixtures: Pedro's selected many items from Ikea for its responsible construction. The conference room chairs are 100 percent polypropylene, a highly recyclable industrial nutrient. Most of the wood pieces are made from wood fiber/ chips or renewable, effectively forested pine or fir. Renewable cotton covers and glass tops were also used.

Energy and Transportation: Thanks to Native Energy, Pedro's could transport, build and operate its booth in a "carbon-neutral" fashion. The company purchased energy credits to offset the tons of carbon dioxide needed to deliver and power its show effort. Visit www.nativeenergy.com to learn more.

Plants and greenery: In addition to a wonderful aesthetic, the Pedro's booth plant life improves the indoor air quality by exchanging carbon dioxide for oxygen.

About Pedro's: Pedro's is a worldwide leader in bicycle maintenance products and accessories. Pedro's offers a complete line of lubricants, degreasers, polishes, and tools. The company is based in Wilmington, Mass., and distributes to 34 countries throughout the world. Since 1989, Pedro's technically advanced products have helped champions reach podiums in World Cup Mountain Bike Championships, the Tour de France, the NORBA National Championship Series, US Pro Championships, the X Games, the Giro de Italia, plus countless other tours, races and grassroots events. Pedro's is a division of Swix Sport USA. For more information, visit www.pedros.com.

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