

MEDIA RELEASE

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GLOBAL GREENTAG AND BCI MEDIA GROUP ANNOUNCES PARTNERSHIP

Australia's most advanced third party green product certification program, Global GreenTag - has joined forces with the region's leading construction information provider, BCI Media Group, in a strategic collaboration to better serve the building and design industry.

GreenTag will be providing greater awareness amongst the expansive community of BCI members of building materials intelligence and specifically certified green products, offering exclusive discounts on GreenTag certification fees.

BCI Media Australia will be offering GreenTag's certified product suppliers the opportunity to upgrade their business-to-business knowledge with exclusive discounts for its products and services.

Global GreenTag^{Cert™} is an ISO compliant Type 1 ecolabel that supports building professionals make informed green product decisions and manufacturers with certified products to access the Green Star® certified projects marketplace. Some of world's most iconic brands are GreenTag certified, including Interface, CSR, Polyflor, Laminex, Knauf, Armstrong, Tarkett, Herman Miller and more.

Global GreenTag CEO and Program Director David Baggs says: "We value this partnership, it is an opportunity to help BCI and AIS members better understand the importance and long term benefits of building product certification – as distinct from business as usual products. Conversely, our product manufacturers have much to gain from accessing BCI's project database especially those committed to working with the Green Star® rating tools. We look forward to helping BCI's clients to understand how to maximise the business benefits of Green Star® while better serving the needs of the built environment and improving environmental outcomes."

BCI Media Group serves the region's construction market under its BCI Australia, BCI New Zealand and BCI Asia brands. By assisting suppliers secure timely specifications with architects BCI plays a critical role as a conduit for collaboration in the design and development process, helping achieve optimal design and construction outcomes.

BCI Media Australia CEO Dr Matthias Krups says: "Since the launch of our progressive architectural journal FuturArc over a decade ago BCI has been a vocal

advocate for sustainable design and green building. We are excited to welcome our new strategic alliance with GreenTag as a new avenue to furthering the green building message in the industry.”

For more information about Global GreenTag, please contact:

Debra Robertson
Global GreenTag
Marketing and Communications
+61 7 3399 9686

For more information about BCI Media Pty Ltd, please contact:

Cathryn Zhao
BCI Media Group
Marketing Manager
+61 2 9432 4154