

EcoRock™ Drywall Alternative

The EcoRock drywall family is shipping as test product now to select contractors and will be in full production in 2009. These advanced drywall products are made with a new process that uses 80% less overall lifecycle energy in core production (97% less in the factory) as compared to the production of gypsum drywall. Creating new energy-sparing processes will be a given in the future, and we have invested heavily to develop the technology base for a range of such products. We believe this technology and process will revolutionize wallboard, starting with green-mandated projects and eventually leading to disruptive status in a \$6 to \$8B billion annual U.S. market. We anticipate that demand for EcoRock will exceed supply for a considerable time.

Serious Materials’ development of an entirely new material science and process allows the company to be on the right side of the energy curve. So as energy costs rise, and traditional gypsum drywall costs along with them, EcoRock will not only generate almost no greenhouse gases in manufacture, it will get even cheaper to produce. The company has developed substantial intellectual property in this space and has applied for several patents.

Replacement of gypsum drywall by EcoRock could save 200 trillion BTUs of natural gas per year in North America reducing greenhouse gas emissions by 20 billion pounds. The potential EcoRock savings will help to meet a large portion of targeted CO₂ roll-backs to earlier decades. These contributions are consistent with the objectives of new legislation, such as California’s AB32.

EcoRock sells for the same price as other premium (i.e. mold resistant) drywall, but provides substantially more features, beyond being very green. It is 50% more mold resistant, offers cleaner score/snap, 60% less dust, and is the first and only termite resistant product in the category. Traditional gypsum drywall has remained virtually unchanged since its invention over 100 years ago. The drywall market in North America fluctuates between 25 and 40 billion square feet annually. We expect EcoRock will become the new green standard for this market, with an estimated green-building demand of \$1 billion in 2009.



EcoRock uses 80% less energy to produce than gypsum drywall

Naturally cured and dried, EcoRock eliminates the energy-intensive, high-CO₂ generating calcining and oven-drying found in gypsum drywall production.



EcoRock is made of 80% recycled materials

EcoRock is made using 80% post-industrial recycled waste, including waste from steel and cement plants—with no gypsum.



EcoRock is designed to be fully reutilized at end of life

EcoRock can be used as a pH additive for soils and can be returned to the production of EcoRock and other building materials as a valuable raw material. Unlike gypsum, EcoRock may be safely disposed of in landfills if necessary.



EcoRock is the most mold-resistant and lowest emitting drywall

EcoRock outperforms all other mold resistant drywall by 50%. EcoRock scores the highest ASTM D3273 rating of 10 out of 10, showing zero mold growth over a six week period, (other published tests go only four weeks). No harsh anti-fungal chemicals are used on its surface or within its core. EcoRock also drastically reduces the quantity of indoor air contaminants over any other drywall. EcoRock generates 60% less dust, and presents no negative effects of airborne mercury often generated during wallboard production using FGD (recycled) gypsum from coal plants.



LEED credits -
can contribute more potential LEED credits than any other drywall

No installation trade-off -
hangs and finishes just like regular drywall

Easier to work with -
cleaner score and snap, less dust, and smoother edges

More moisture resistance -
the highest mold-resistant fiberglass-faced drywall in the industry

No termites -
the only termite-resistant drywall

EcoRock: Superior Performance Attributes and Unique Green Characteristics

- Meets 100% of ASTM C1396 physical drywall properties
- Used just like gypsum drywall
- Cleaner, smoother score & snap
- Generates less dust than gypsum drywall
- 50% more mold resistant face (fiberglass) and core
- Termite resistant face and core
- Impact resistant
- Ceiling sag resistant
- Tile backer board qualified
- Generates no mercury in production
- Can contribute up to 8 LEED credits

For more information, contact Valerie Jenkins, Director Marketing Communications
1250 Elko Dr, Sunnyvale, CA 94089

Direct: 408- 541-8076

or visit www.seriousmaterials.com/html/ecorock.html