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GLASWELD PRESENTS ON SUSTAINABLE BUSINESS AT INTERNATIONAL CONFERENCES

GlasWeld's Mike Boyle brings green message to the National Windshield Repair Association (NWRA) and the Independent Glass Association (IGA)

12 November 2008 (Bend, Oregon) – GlasWeld, a complete solutions provider for the glass repair industry, presented a message of sustainability at the National Windshield Repair Association (NWRA) Annual Conference to an audience of insurance executives, glass manufacturers and other industry professionals in Las Vegas last week. A similar presentation was also conducted at the Independent Glass Association's Fall Conference, held over the weekend.

“Going green is not only something we should do for our environment, but it is also a great marketing strategy and way to reinforce branding,” said David Zoldowski, president of the Independent Glass Association, regarding his thoughts after attending the presentation. “We have long been struggling with the plight of independent businesses competing against industry giants who are essentially bulldozing small companies. Incorporating sustainable messages is a great way to boost value propositions and stand out in the marketplace.”

At both events, GlasWeld president Mike Boyle spoke about the importance of building sustainability into the glass industry, citing the enormous amounts of glass entering landfills daily and the environmental benefits of repair during his presentation. New figures were presented based on a scientific analysis of energy cost for producing glass: with a 20 percent increase in glass repair worldwide, carbon emissions would be reduced by 57 million metric tonnes.

“Many attendees were not aware that glass repair could have such an enormous impact on our environment,” said Boyle. “A shifting economy calls out for changes in business operations and incorporating sustainable practices is vital to moving companies and brands into the future. We have already implemented many of these practices at GlasWeld, and part of our commitment is to spread this important message through venues like these conferences.”

Upon closing the NWRA session, Boyle received 100 percent buy in from all audience members for a commitment to make a planet-positive change in their own business practices. Boyle will be attending the GreenBuild International Conference and Expo in Boston next week with the NWRA.

About GlasWeld

Based in Bend, Oregon, GlasWeld provides complete glass repair solutions—from revolutionary equipment to unparalleled training programs and technical support—for both flat glass and auto glass. The company's flagship *Gforce* Scratch Removal System for glass scratch removal and *Gfusion* Auto Glass Repair System for windshield repair are distributed worldwide through an international distribution network. GlasWeld's product lines have been developed based on decades of industry research, development and customer feedback. Because glass repair is intrinsically sustainable, GlasWeld has integrated creative, tangible environmental initiatives into its daily operations, including ongoing education for the greater glass industry. For more information, visit glasweld.com or call 800-321-2597.

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