

Case Study

Philadelphia University's SEED Center



Details

Location: Philadelphia, PA
Description: 200 square-feet of
ECOsurfaces
Flooring Choice:
ECOmax Beach Bum

Project Needs

Ecological
Cost-effective

Project Benefits

Meets stringent criteria under the
LEED rating system
FloorScore certified
Wears well/durable

Ecore Plants Green Roof at Philadelphia University's SEED Center

Each summer, students studying to obtain a Master of Science in Sustainable Design at Philadelphia University participate in a green project in the Philadelphia area. Students in the summer 2012 program decided to design and construct a green roof on the University's Sustainable, Energy Efficiency and Design (SEED) Center.

The SEED Center houses the University's graduate programs in sustainable design, construction management, interior architecture, and real estate development, and also serves as a regional resource for architects, engineers, builders, and developers by offering training in sustainable building design strategies and green product and material integration. Moreover, the building has earned gold certifications from Leadership in Energy and Environmental Design (LEED®) and the U.S. Green Building Council.

Mark Giuranna, a Regional Sales Manager for Ecore Commercial Flooring, is a Philadelphia University alumnus and wanted to get involved

with the project. ECORE, a company that transforms waste into unique performance surfacing, is North America's largest consumer of recycled scrap-tire rubber, reusing more than 80 million pounds of material each year. This reclaimed material is then made into new flooring, underlayments, and industrial products by ECORE, extending the life of each manufactured product and keeping rubber waste out of the landfill.

"This was the first green roof done at the University, so it was experimental," said Giuranna. "They had a problem with reinforcement, so the tiles couldn't be too heavy. As a result, we created the surface using ECOsurfaces in a checker-board pattern, and it looks beautiful."

Andrew Dodge, Managing Director of ECOsurfaces and a member of the ECORE Board of Directors, generously agreed to donate 200-square-feet of ECOmax tiles in Beach Bum for the rooftop application.

For more than ten years, ECOsurfaces has offered a diverse portfolio of flooring without sacrificing the health of the natural environment. Even before sustainable design became an industry emphasis, ECOsurfaces was proactively using recycled material resources and engineering new environmentally sustainable surfacing solutions. "With a continued commitment to upholding the environment and providing innovative product selections, we were happy to donate ECOsurfaces for the SEED Center's green roof project," said Dodge.

"They are extremely happy with it," said Giuranna. "They University just loved it, and they are going to be doing more green roof projects, and ECORE is going to be involved with them."

