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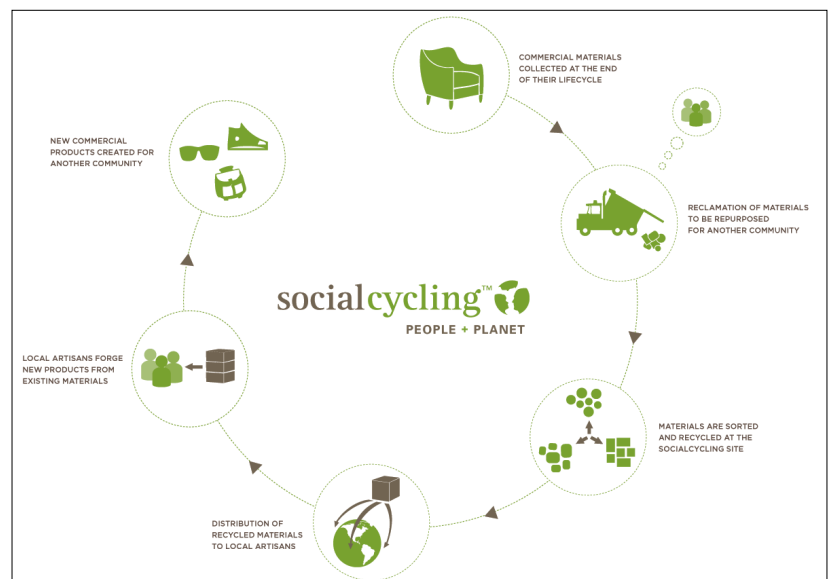
## Nysan Solar Control Uses SocialCycling® Program to Find New Uses for Difficult to Recycle Materials

Chicago, IL (November 17, 2010) — At Greenbuild, Nysan Solar Control by Hunter Douglas Contract will announce its partnership with SocialCycling®, a new program that provides accountability and transparency beyond the manufacturing process.

Nysan Solar Control chose to work with SocialCycling, as it provided an opportunity for more detailed product stewardship of their materials, from creation to reclamation and even into second-life.

“As a shade manufacturer, there are challenges in reclaiming excess,” said Boyd Goodson, General Manager, Nysan Solar Control. “SocialCycling is a process that gives a method for recycling products that would normally end up in a landfill.”

SocialCycling bridges the gap between both environmentally



and socially conscious business practices. Beyond recyclability, "SocialCycled" materials are put to use by communities in need for the creation of new products.

"We have been able to use the SocialCycling process to create products like backpacks in Africa that would have otherwise been produced from new materials," said Jason Warnock, Founder and Program Director of SocialCycling. "Nysan Solar Control, and other companies that have signed onto SocialCycling, are attracted to the human impact of sustainable manufacturing."

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### **The process of SocialCycling:**

- Pre and post-consumer products and reclaimed materials are handled at a SocialCycling site
- Recycled materials are distributed to converters and/or artisans who use the materials to make new products for a new community
- The chain of custody is monitored to ensure that materials are used in the creation of new products and never end up in a landfill
- Certifications that confirm accuracy and transparency for corporations, their stakeholders and their consumers are provided

### **About Nysan Solar Control**

Nysan Solar Control is the leading provider of engineered solar shading solutions to the architecture and design community worldwide. Nysan offers customizable innovative systems with high-performance and environmentally friendly fabrics. The company is headquartered in Calgary, Alberta, Canada, and is part of the Hunter Douglas Group.

### **About Hunter Douglas Contract**

For more than 60 years, the architecture and design community has specified contract products from Hunter Douglas, the world leader in window coverings and a major manufacturer of architectural products. A tradition of bringing breakthrough products to market makes Hunter Douglas the choice for an array of innovative contract solutions.

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