



# nerej

## **Pioneer partners with Peabody and Margulies with the use of DIRT products**

April 30, 2008 - Owners Developers & Managers

The ever growing trend of "going green" has taken the world by storm and is slowly creeping into businesses of all types. This trend of becoming eco-friendly has also caught on in the office furniture and design industry, where the difference begins. With the influx of green buildings, it is only natural that this trend has been adapted into the interior design of buildings around the world.

Many businesses have already undertaken big projects to achieve sustainable, energy-saving results. From designers using eco-friendly fabrics to designers utilizing removable walls, the trend of "going green" has become a luxury status symbol.

Here in Boston, Peabody Office Furniture, together with the third-oldest mutual fund in the U.S., Pioneer Investments, and Margulies Design, are acting locally and thinking globally by designing and recycling green office interiors.

Peabody, Margulies and together with Pioneer are installing DIRT Walls, which are removable/detachable walls, low profile access floors and modifiable furniture that are all built on the principles of reduce and reuse.

North American commercial buildings are among the world's worst abusers of materials, resources and the atmosphere. Pioneer Investments is located in 60 State St., one of the city's well known commercial sky scrapers. As a potential cause of adding to the waste, Pioneer had to rethink how to be a better role model of eco-friendly behavior.

Pioneers' goal was to build a space that was comfortable, bright, open, secure, and contributed to the positive attitude of every associate. They wanted to be environmentally friendly. After researching the differences between conventional framing and movable wall products, Pioneer decided to go with the movable wall product. By using this recyclable product, the firm greatly reduced the amount of construction waste. Not only is Pioneer doing their part to help the environment but they are saving money too. Movable walls are treated like furniture and can be depreciated over 5 years. When deciding to add or demo an office, instead of using conventional construction and wasting materials, they installed DIRT walls.

"Every little bit helps and I believe Pioneer Investments is on the right track, doing our part to conserve energy and help save the environment," said Tom Murphy, manager of facilities and security.

The environmental mandate of DIRT is based on the behavior of its solutions. Movable walls,

low-profile access floors, modifiable furniture and modular power are all built on the principles of reduce and reuse. Through thoughtful engineering and design, this product reduces the materials. DIRTT's parametric design and engineering go on to allow end-users to reduce their real estate footprint and energy use, while still keeping employees productive and comfortable.

Jane Sullivan of Boston based Margulies Designs said, "I'm glad to see clients asking more questions about sustainable design. I think using DIRTT saves the environment i.e. eliminates construction materials from going into the landfills and it does not sacrifice design and detailing."

Margulies and Associates is also a member of the U.S. Green Building Council.

Here are some down and DIRTT facts on why DIRTT is the way to go:

\*12% of drywall in new construction ends up as scrap - California Integrated Waste Management Board, 2002

\*According to the National Resources Defense Council: Each U.S. citizen uses approx. 75 cubic meters of solid wood every year -

\*Commercial buildings use 17% of all energy in the U.S. - U.S. Dept of Energy

• 25 - 33% of all landfill is waste from construction, renovation and demolition.

\*57% of that is commercial buildings.-U.S. EPA

The walls at Pioneer are made of aluminum. It is used for structural wall and furniture elements. Though aluminum mining and processing is considered energy intensive and greenhouse gas heavy, in 2002 the aluminum industry received an EPA Climate Change Award for reducing perfluorocarbons by 45%.