



Bryan Center Demos Eco-Friendly Paving Technology

WHEN: Tuesday, April 7, 2009, 9AM-12PM

WHERE: Bryan Center Parking Lot

KBI Flexi™-Pave, a porous pavement solution, will be installed in Duke University's Bryan Center Parking lot, in the two spaces where Duke's Zipcars are located. The installation of KBI Flexi™-Pave, an environmentally friendly product, and the eco-friendly Zipcars showcase Duke's ongoing commitment to sustainability. This Technical Demonstration Installation (TDI) is yet another example of Duke's participation in Earth Month.

Duke University is a leader in environmental stewardship and sustainability, and has expressed their commitment to examine the actual and potential environmental impacts associated with campus activities and services in order to continually improve environmental performance. "Sustainability is part of how we do business today, and we are committed to seeking new ways to protect our campus, our neighbors and our environment for years to come," said Tavey M. Capps, Duke's environmental sustainability director. One of Duke's greatest strengths with regard to sustainability has been the commitment and involvement of students on campus. This year's Last Day of Classes Celebration (LDOC), will take place on Earth Day, and will be entirely green, an example of how Duke gets students involved with sustainability efforts.

This spring semester, twelve Duke University students have been working on a consulting project for their Markets and Management Capstone course, for which Clearwater, FL-based KB Industries (KBI) is their client. KBI has conducted the research and development of KBI Flexi™-Pave, a unique construction material. KBI Flexi™-Pave effectively manages stormwater runoff and its largest ingredient (by volume) is recycled tires. The students were very enthusiastic about the eco-friendly product, and after selecting universities as an excellent target market, the students and their professor, Sam Veraldi, helped to set up the Technical Demonstration Installation on campus.

Stormwater management is a major issue facing urban areas today. It entails controlling stormwater runoff to reduce flooding, prevent erosion, protect our environment and control water quality. Recently, many municipalities, universities and Fortune 500 companies have made commitments to address the stormwater management issue. Duke University is addressing this through the Stormwater Modeling and Management Project.

http://www.duke.edu/sustainability/news_events/items/2009_04_06FlexiProcessDuke.html

Duke Installing Eco-Friendly Pavement Material in Bryan Lot

Effort came out of Duke capstone course

Tuesday, April 7, 2009

Durham, NC -- KBI Flexi-Pave, an eco-friendly porous pavement solution, will be installed today in Duke's Bryan Center Parking lot in the two spaces where Duke's Zipcars are located. The installation of KBI Flexi-Pave and the eco-friendly Zipcars showcase Duke's ongoing commitment to sustainability.

"Sustainability is part of how we do business today, and we are committed to seeking new ways to protect our campus, our neighbors and our environment for years to come," said Tavey M. Capps, Duke's environmental sustainability director.

One of Duke's strengths with regard to sustainability has been the commitment and involvement of students on campus. This year's Last Day of Classes Celebration (LDOC), will take place on Earth Day, and will be entirely green, an example of how Duke gets students involved with sustainability efforts.

The paving project comes out of a Duke Markets and Management Capstone course in which 12 Duke students consulted with Clearwater, Fla.,-based KB Industries (KBI). KBI Flexi-Pave manages stormwater runoff, and its largest ingredient (by volume) is recycled tires. The students and their professor, Sam Veraldi, helped to set up the installation on campus.

By using recycled tires, the material helps reduce the disposal of tires in global landfills and incinerators while improving the management of stormwater runoff, one of the major issues facing urban areas today.

Eliminating stormwater runoff is important to reduce flooding, prevent erosion, protect our environment and control water quality.