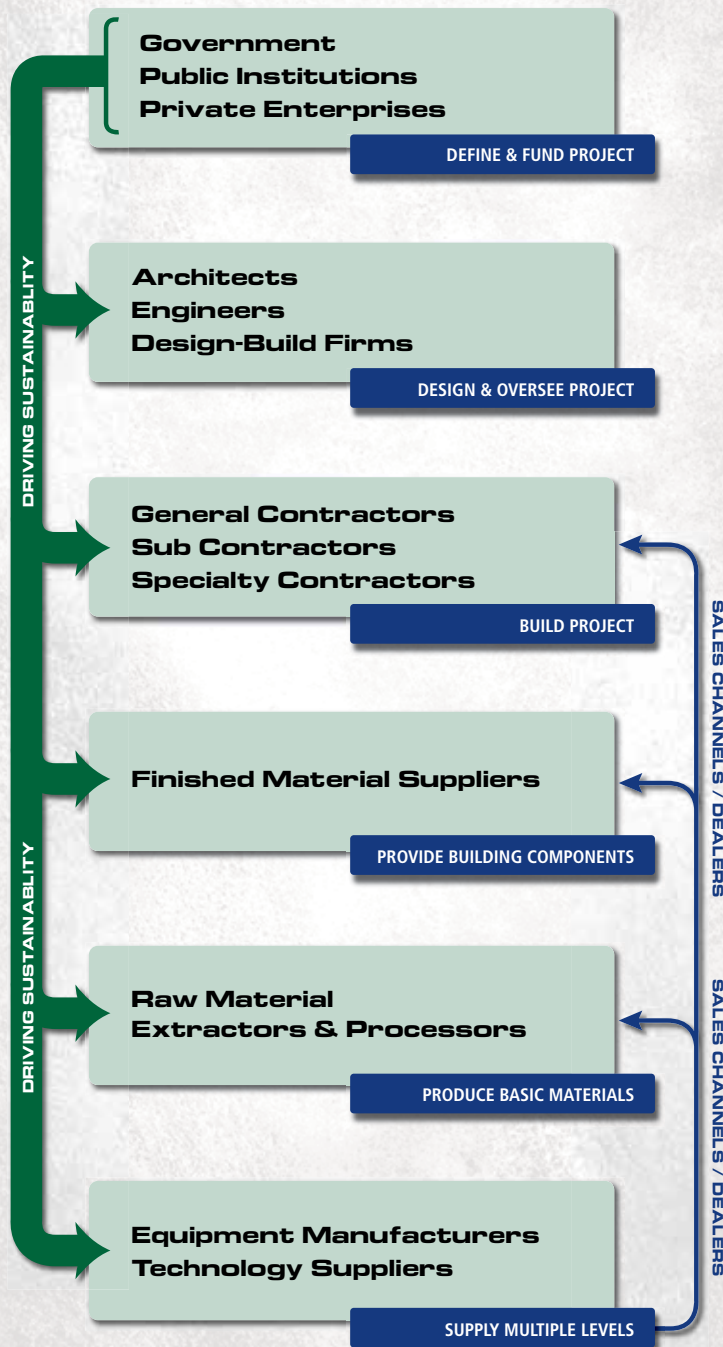


SUSTAINABILITY

CHANGING THE CONSTRUCTION SUPPLY CHAIN

Demands Transparency & Contribution At All Levels



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Sustainability Reinventing Your Customers

Increasing demand by the government and private sectors for more sustainable projects is pushing companies throughout the infrastructure, commercial and residential construction industry supply chain to re-evaluate how they must supply and approach their customers. They either add value to a project owner's quest for a specific level of sustainability or detract from it. The diagram on the reverse side shows how every level of the supply chain must contribute to the goal or risk jeopardizing their customer relationships. It is important to develop and adapt to new levels of transparency, specifications, technologies, products and construction practices driven by sustainable projects. Supporting sustainability can significantly attract new customers and business.

Price Has Become Less Important

Along with energy efficiency and environmental benefits, the growth in sustainable construction is quickly reversing the industry mentality of "lowest bid wins" throughout the entire supply chain.

With sustainable projects, it is more likely that the lowest bidder will not provide enough sustainable value to win the bid unless all his suppliers and their suppliers contribute significantly along the way.

Explore your organization inside and out to determine how you add value to sustainability—environmentally, socially and economically. Research your opportunities, define your values and competitive advantage, then genuinely determine a strategic direction, connect with the appropriate market segment associations and independent programs and communicate them well up and down the supply chain.

Learn more about the growth of sustainability and how it's changing your customers.

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