

**For Immediate Release**

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**Cambridge Architectural to Unveil Solucent™ Shading System at  
2008 Greenbuild International Conference and Expo**

**CAMBRIDGE, MD...** Cambridge Architectural, the world's most experienced – and only – full-service provider of functional and visually intriguing metal fabric solutions, will officially launch Solucent™, its energy-saving and daylighting mesh shading system, at Greenbuild 2008 in Boston, MA, November 19-21.

Solucent, “Where the Sun and Shade Mesh”, has been developed by Cambridge to meet the ever-increasing sustainability needs facing architects today, but without sacrificing beauty in design. The system impressively combines the unique and striking aesthetic of architectural mesh with its shading and daylighting capabilities to create a one-of-a-kind energy and light management solution.

Cambridge's brand new booth display will focus entirely on Solucent. Visitors to the booth will see two separate tabletop mock-ups that provide a glimpse of the design and performance possibilities of solar shading with metal fabric. Consistent with the Greenbuild philosophy, the booth will inventively share Cambridge's expertise and commitment to green building – and promote discussion about the additional capabilities of architectural mesh as a green building material.

“Solucent is the most exciting and progressive system that we have ever developed,” explains Heather Collins, director of marketing for Cambridge Architectural. “We've created an exhibit that represents the real-world application of the system, and we're thrilled to be sharing it for the first time at Greenbuild 2008.”

Metal fabric from Cambridge Architectural is known for transforming building facades and turning ordinary structures into beautiful landmarks. Now, the high-end style and sophistication of mesh is transforming building operations too. Cambridge Solucent systems reduce solar heat gain by shading the sun, leading to significant savings on cooling costs. Not to mention, the wide array of opacities and weaves that mesh offers makes it one of the most versatile daylighting materials available – depending on its pattern, mesh can allow almost any amount of light through, optimizing daylight in the space behind it.

Cambridge's Solucent system boasts many other sustainable properties, all of which will be showcased at Greenbuild 2008. Mesh is readily recyclable and manufactured from recycled materials. It can be mounted to existing building structures with minimal support, it can provide

airflow into a building while shading, and it has a virtually maintenance-free and indestructible lifecycle.

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**Cambridge/Greenbuild Solucent – Plus One – Contact: Nick Murosky 412-571-1600**

Cambridge Architectural is an active member of the USGBC, and helps architects take maximum advantage of LEED credit through the many categories in which architectural mesh systems apply. Most notably, mesh can contribute to as many as four LEED points for optimized energy performance, and can help in acquiring additional points for incorporating recycled content and introducing daylight and views into the regularly occupied areas of a building.

The USGBC's 2008 Greenbuild International Conference and Expo, *Revolutionary Green: Innovations for Global Sustainability*, takes its cue from the city of Boston - the home of the American Revolution, and numerous other innovations with far-reaching impacts. Greenbuild is the premier event for the green building industry, and provides an opportunity like no other for industry experts and leaders to share their newest and most forward-thinking ideas. All are invited to visit Cambridge Architectural at Booth #969 anytime during the three-day event. Also visit [www.cambridgearchitectural.com](http://www.cambridgearchitectural.com) to learn more about Cambridge prior to the show.

Cambridge Architectural welcomes highly challenging building projects, environments and budgets. Cambridge is the only building product manufacturer to offer full system design, engineering and collaboration from concept through installation. Cambridge metal fabric solutions are categorized by the primary application the solution serves. These include: Parkade™, Solucent™, LandscapeInteriors™, MeshFX™, MeshDefense™ and Meshellaneous™. For more information about Cambridge Architectural call 1-866-806-2385 or visit [www.CambridgeArchitectural.com](http://www.CambridgeArchitectural.com).

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