

Media Contact: Anna Ghosh, Straus Communications  
[anna@StrausCom.com](mailto:anna@StrausCom.com) | (415) 265-1568

January, 15, 2009 – FOR IMMEDIATE RELEASE

## Blueprints Go Green

*BarkerBlue Digital, now powered by the sun,  
receives Area Chamber Green Business Award*

San Mateo, CA – BarkerBlue Digital, information manager and printer for developers, general contractors and design professionals, will be recognized this evening for its work to fight climate change by the San Mateo Area Chamber of Commerce and the City of San Mateo. BarkerBlue was chosen to receive the Chamber's second annual Green Business Award for its many efforts to reduce the printer's environmental impact, the most recent and most visible of which, a 155 kW solar power system that was installed in late 2008, is a new landmark for Silicon Valley commuters on Highway 101 just north of the 3rd Avenue overpass, and will offset 80 percent of BarkerBlue's electricity usage.

"BarkerBlue has been a true inspiration to other businesses in the San Mateo Area," said Chamber President Linda Asbury. "CEO Gene Klein's passion for making a difference has encouraged many other organizations to go green that wouldn't have considered it otherwise."

BarkerBlue, long known for its almost entirely paperless information management systems for the construction industry, launched its latest and most ambitious greening effort for two reasons – to cut costs and lead by example.

"While quality and service will always be the benchmark of successful business, competitiveness today requires companies to demonstrate their commitment to responsible business practices," said BarkerBlue CEO Gene



Courtesy BarkerBlue

Klein. "Clean, renewable energy is the most direct and cost effective way to do this, and in the process, we've cut our operating costs by more than \$55,000 per year."

BarkerBlue's new solar power system — large enough to power 22 homes — covers the entire printing facility and offices plus a solar carport to be built over the customer parking lot. On holidays and weekends, when BarkerBlue's energy demand decreases, the system will feed power to neighboring businesses and homes via PG&E's power grid.

It was important to Klein to preserve the post World War II-era skating rink that has housed BarkerBlue for seven years. Nearly half a mile of reinforced wood was used to strengthen and protect the original roof, increasing the surface area where solar panels could be installed, which will increase solar production and further offset BarkerBlue's energy will use.

The solar power system will reduce BarkerBlue's carbon footprint by more than 270,000 pounds of CO<sub>2</sub> per year, equivalent to the carbon captured annually by nearly 40 acres of forest.

"Once again, BarkerBlue takes a leap forward in the construction industry — they're truly walking the talk, paving a brighter future for our planet," says Ted van der Linden, Director of Sustainability for DPR Construction and board member of the U.S. Green Building Council. "The use of renewable energy in the form of solar power is an outwardly visible way to demonstrate BarkerBlue's leadership, and will complement greatly their paperless information management system and use of recycled paper in the printing process."

With the BarkerBlue installation, San Francisco-based Sunlight Electric, who designed the system, saw more than just an opportunity to reduce BarkerBlue's electric bills. CEO Rob Erlichman explains, "We designed the system to take maximum advantage of BarkerBlue's high-profile location between San Francisco and San Jose. We wanted BarkerBlue to benefit not only in direct cash terms from their decision to go solar, we wanted to support their efforts to make a statement to their customers and the surrounding community."

Complete details of BarkerBlue's solar power system — including a real-time display of power generation — can be viewed at **BarkerGreen.com** (<http://www.barkergreen.com>). Beyond its investment in solar, the company has renovated its facility to be energy efficient, encourages its clients to use its online document management system to reduce unnecessary printing and is committed to using recycled paper for all general reproduction purposes and recycling all scraps and placing recycling bins in its clients' offices,

**BarkerBlue Digital** (<http://barkerblue.com>) hosts, manages and fulfills construction information for developers, general contractors and design professionals. Additionally, its Marketing Print division specializes in personalized messaging material for our corporate clientele. BarkerBlue combines its highly trained team of experts, its technology and its International Print Network to focus on one goal: delivering the right information, to the right place, at the right time — every time.

**Sunlight Electric** (<http://sunlightelectric.com>) is the Bay Area's leading designer and retailer of solar photovoltaic systems for small and medium-sized businesses. With over 3 million watts of installed systems generating over 5 million kilowatt-hours annually Sunlight Electric's efforts will spare the emission of nearly 150 million pounds of global-warming carbon dioxide and asthma and allergy-inducing pollution over the next 30 years. Clients include Frog's Leap Winery, artisan cheese producer Cowgirl Creamery, Star Route Farms and Hotel Carlton, San Francisco's first solar-powered hotel.

###