

**For Immediate Release**

**Contact:** Nick Murosky, LarsonO'Brien ADV/PR

**Phone:** 412-831-1959 **E-mail:** [nick@larsonobrien.com](mailto:nick@larsonobrien.com)

**Date:** November 4, 2009

**Cambridge Architectural to Introduce Second Generation of  
Solucent™ Shading System at Greenbuild 2009**

**CAMBRIDGE, MD...** Cambridge Architectural, the world's most experienced – and only – full-service provider of sustainable architectural mesh systems, will showcase the very latest developments in its energy-saving, daylighting Solucent™ mesh shading system at the 2009 Greenbuild International Conference and Expo in Phoenix, AZ, November 11-13.

This year's Solucent display will focus on the advancements and new applications that Cambridge has developed for the shading system since its launch at Greenbuild 2008. Visitors to the Cambridge booth will see through new branding and full-scale mock-ups how Solucent is making significant strides in curtainwall integration, whole-building shading and modeling protocols for building energy-simulation software which create a more streamlined process for incorporating Solucent into a building's design.

The second generation of Solucent features pre-packaged solutions for shading every side of a building. Together, these solutions give structures a universally unique design and shade those structures specifically according to their location and exposure to sunlight. The end result is a shading system which functions in complete harmony with the environment around it, customizing the amount of light entering a space to a building's exact operation specifications.

"In the past year, we've really allowed Solucent to grow and adapt by working with architects and engineers to make the system more complete and intuitive," explains Heather Collins, director of marketing for Cambridge Architectural. "Our exhibit is a physical representation of this progress, and I think that it will generate a lot of excitement because Solucent is becoming such a unique passive solar shading system."

Solucent, "The Whole-Building Shading System", was developed by Cambridge to meet the ever-increasing sustainability needs facing architects today, but without sacrificing beauty in design. The system combines the unique and striking aesthetic of architectural mesh with its shading capabilities. Cambridge Solucent systems reduce solar heat gain by shading the sun, leading to significant savings on cooling costs. The wide array of opacities and weaves that mesh offers also 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.

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**Cambridge/Greenbuild 2009 – Plus One – Contact: Nick Murosky 412-571-1600**

Cambridge's Solucent system boasts many other sustainable properties, all of which will be showcased at Greenbuild 2009. 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.

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 reducing glare into the regularly occupied areas of a building as a contribution to daylighting and views credits.

The USGBC's 2009 Greenbuild International Conference and Expo, *Main St. Green: Connect to the Conversation*, stresses the importance of delivering green building to all people in the interests of improving quality of life throughout the world. This year's show takes place in Phoenix, AZ, a region that has recently experienced a great number of environmental and social challenges.

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 #3665 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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