

PRESS RELEASE

Queensland's SALA Homes has proven that green business is smart business by securing finalist berths in two prestigious awards.

The "dark green" pre-packaged housing company is in the running for victory in the Small Business category of the Queensland Smart Awards and the Built Environment section of the Banksia Foundation Awards.

SALA general manager Mr Bruce Connell said the company was a pioneer in the sustainable and affordable housing market, and had worked quietly to create environmental awareness in the industry for the past seven years.

"We have spent tireless hours researching designs and products to present a range of 'dark green' houses," he said.

"Each part of a SALA Home is carefully chosen for its ability to contribute positively to a healthier and cleaner environment."

Mr Connell said each SALA home consisted of materials with low embodied energy and low toxin levels, and used products from sustainable sources. "Passive solar design and a unique vented wall system helps to maximum environmental efficiency."

The company has combined clean building site techniques and non-hazardous materials with a determination meet socially and environmentally responsible goals and affordability targets.

Mr Connell said SALA had taken an innovative approach to improving the building industry by sharing all the knowledge it garnered over the years.

"We actively promote networks and gatherings to share innovations with builders, developers and industry groups in order to turn the whole industry slightly more green.

"Our efforts in building environmentally responsible housing have been rewarded this year with SALA becoming a finalist in these two prestigious business awards," he said.

Mr Connell said the SALA Group was taking its green approach a step further with the newly created Habitat Hardware, designed to give builders and renovators one-stop-shop access the same environmentally responsible products used in SALA homes.

"SALA Homes has great confidence in its innovations, and is prepared to hold itself up to public and scientific scrutiny.

"This year a team of environmental scientists was commissioned to test two SALA homes and report on social, environmental and design aspects.

"The results were outstanding, but also pointed the way to even better ways of doing things, and the report is allowing SALA to continue to lead the way with affordable homes that are healthier for the environment and for their occupants."