

This Week in Maine and Massachusetts

The weekly newsletter of the facilities of Interface Fabrics

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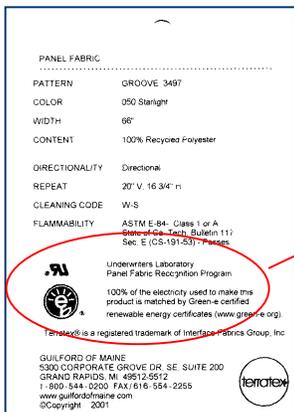
Green Power Update

Submitted by: Shannon Cox



As many of you probably remember, in March of 2003, IFG announced plans to annually purchase 2,500 wind-generated Green Tags for five years from the Bonneville Environmental Foundation (BEF). The 2,500 tags are equivalent to the MWh of power used to manufacture one million yards of Terratex fabric annually.

The Green Tags were purchased to honor one of the Company's Maine Step-Up Program commitments: to increase renewable energy at its Maine and Massachusetts facilities by 10%. The tags are certified by Green-e®, which means they meet strict consumer and environmental standards. By placing the Green-e logo on swatch cards (see below), Interface Fabrics gains customer recognition for its renewable energy purchase and differentiates its product in the marketplace:



100% of the electricity used to make this product is matched by Green-e certified renewable energy certificates (www.green-e.org).

its competition, generating both new business and significant interest amongst IFG key customers. Plans for 2004 include purchasing additional Green Tags to certify another 1 million-plus yards of Terratex fabric.

Did You Know That Maine Residents Can Purchase Green-e Certified Green Tags, Too?

The Maine Green Power Connection (MeGPC) – launched in March 2003 – is a local non-profit organization whose mission it is to bring education and market outreach to Maine on behalf of environmentally beneficial electricity products.



The MeGPC is a growing network of businesses, organizations and residents who are working together to create a viable market for greener electric power in Maine.

Green Power: What Exactly Is It?

“Green Power” is electricity generated from abundant energy sources that are replenished at a sustainable rate by natural processes. In addition to being sustainable, green power contributes to cleaner air and water. “Green” energy sources include solar, wind, small hydro and biomass.

Green Power: Why Buy It?

“Green Power” is an investment in a cleaner and sustainable energy future. Buying green power in Maine is an opportunity to make a responsible choice in a competitive energy market. Since individuals have different priorities, they have different reasons for buying green power. They may choose green power to protect the environment, safeguard public health, as well as to enhance national energy security.

Green Power: How to Buy?

The price of green power reflects the social and environmental benefit of generating electricity from renewable sources with less pollution. In general, the

Early indications are that this marketing strategy is succeeding with customers. Purchasing Green-e certified green tags has not only strengthened Terratex's environmental image, it has further distinguished IFG from

MeGPC offers electricity consumers in Maine **two** ways to buy green power:

- Supply: Central Maine Power and Bangor Hydro customers can buy green power directly from their supplier
- Certificates (e.g., Green Tags): Anyone can buy certificates, which represent the environmental *benefits* of electricity generation

For more information on buying green power in Maine, check out the MeGPC Green Power Menu at its website: www.maine.greenpower.org. The Maine Green Power Menu is a gateway to understanding how to buy electricity that improves – rather than harms – the environment. As the Maine Green Power Connection makes it easier for green power marketers to reach consumers, they expect to offer an increasing array of green options for Maine electricity customers.



Purchasing green power is just one of many ways to protect the wellbeing of our natural environment. If you have any questions about purchasing green power or Green Tags, feel free to contact the environmental affairs department at 207.876.3331 extension 134.