

The following press release can be used or modified for use by any certified Porous Pave Installers to help to draw consumer interest and business.

_____ of _____ recently completed classroom and “hands-on” training to become a Certified Installer of Porous Pave. Produced by Porous Pave Inc. of Michigan, this environmentally friendly surface option has been in use in the upper mid-west for seven years but has just this year become available in the northeast.

This is a very “green” new surfacing choice that provides high permeability and recycled content (1000 sq. ft. will keep 300 tires out of our landfills.) Suitable for low speed traffic areas, pathways, patios etc, this new concept in surfacing can also be installed with very low impact on surrounding trees, plants & soils.

Mr. _____ hopes to be able to use this Porous Pave product to seriously enhance their ability to improve drainage while reducing storm water run-off so as to make a highly positive impact on our environment. It provides better traction/ safety in inclement weather and the flexible and resilient nature of this product serves to make this a more “people friendly” surface for standing or walking. “It’s amazing that something so environmentally friendly can be so widely used in both residential and commercial sites” said Ms. _____, a designer for _____.

Current environmental concerns about reducing storm water impact on municipal wastewater treatment plants while enhancing its infiltration into the soil and the conservation of our potable water supplies are driving many new choices in landscape design and construction. We are all challenged to keep up with the rapidly developing environmental concerns and the technological innovations that permit us to deal with them. From Rain gardens to water storage reservoirs, wildlife habitat improvements to non-potable irrigation systems, and now Porous Pave _____ is offering cutting edge solutions to 21st Century problems. They can help you to make informed decisions for your property and your posterity!