



**Tokyo SB 05 Press Release**

December 2005

The Sustainable Building Conference held in Tokyo in September (SB 05) focused on Sustainable Construction from around the world. Under the slogan “Action for Sustainability” 1,700 delegates from 80 countries took part in presentations, discussions, case studies, and plenary sessions on sustainable construction with a particular focus on energy efficiency and a prudent use of resources. Topics ranged from “Energy Use and Climate” to “Environmental Assessment Tools”, and from “Rapidly Populating Cities”, to “Healthy Buildings”.

The European Clay Brick and Tile was represented at the Conference, putting the case for its products as modern sustainable building materials. The team erected and staffed an exhibition booth and members took part in a number of presentations.

An Italian brick representative presented the bio-gas installation at the Gasser works, whilst four others presented case studies at the poster sessions. The exhibition booth displayed samples of the products and excerpts from the website. It offered visitors multi-lingual brochures and a compact disk containing all the papers submitted by the team.

Christian Schenk, TBE President, said that “the commitment of the European Association of Tiles and Bricks made the participants of SB05 aware of the sustainability credentials of clay bricks and tiles and our belief in our products.”

Katharina Liepach, Environmental Engineer, Convenor of the TBE Working Group on Sustainable Construction, summed up the Conference saying “The world-wide definition of a sustainable building is one which is long-lasting, energy efficient, and flexible in use or, as one speaker put it, sustainable buildings are like blue jeans – they get better with time. Clay bricks and tiles have proved that they fulfil these requirements and we are confident they will continue to do so in the future.”

The arguments for clay are self-evident. Raw materials are sited close to the factories, all material quarried is used in the process, land is restored to beneficial use, production is energy efficient and environmentally friendly; and finally, the products are easy to use and give decades of trouble-free performance.

More information about the “clay life-cycle” can be found at [www.staywithclay.com](http://www.staywithclay.com).”