

## Eco Building Products Ships Another Defensive House To The Sandy Rebuild

Written by Australian Business

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VISTA, Calif., Sept. 13, 2013 /PRNewswire/ -- Eco Building Products, Inc., (OTCQB: ECOB) announced today the Company has shipped another one of the Company's hallmark whole-house packs into the Sandy rebuild scheduled to arrive next Wednesday in Point Pleasant Beach, New Jersey

. ECOB sold this pre-cut house complete with roof and floor trusses to Julie Kellner

, a victim who lost her home during last year's historical super storm Sandy. The timing of this whole-house pack release comes on the heels of the Company opening the doors to full-scale production at ECOB's newest

Eco Red Shield

coating facility located in Fair Lawn, New Jersey

"After a tumultuous eleven months since the Sandy super storm hit, I've been able to experience my first signs of progression towards moving back into my home. I am extremely grateful for Greg Shiffner at World Resources Solutions Center (WRS) for leading me through this process and introducing me to the experts who would help get me back in my home. I had no idea who to turn to or what decisions to make next when Sandy hit. Having the help of WRS is the only way I was able to move forward. The introduction to Eco Building Products has been the most profound introduction thus far," stated Julie Kellner, Point Pleasant Beach

resident. "After learning more about ECOB and the defensive lumber they have to offer, I would never think of trusting anything else. The peace of mind this lumber will offer me throughout the many storms to come to the

Jersey Shore

is priceless. I am extremely enthusiastic about being the first

Eco Red Shield

home going up on the

Jersey Shore

. I plan on holding open houses to show everyone the difference between a defensive home built with

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### Eco Red Shield

, versus a house built with ordinary raw lumber. It has only been after surviving Sandy that I have come to realize how extremely important it is to be proactive and defensive," added Kellner.

Supportive of this rebuild now gaining momentum and direction, the Company's Eco Red Shield flagship protected lumber remains readily available and on the shelf for purchase in select retail locations throughout the New Jersey

, New York and Philadelphia

metro areas. Visit ECOB's STORE LOCATOR link on our web site. With the Company's newly operational facility located deep in the heart of this heavily effected rebuild region, Team ECOB today continues to pump out special orders in support of ECOB's current channel business partnership. And now with the catastrophic fire burning up the boardwalk in Seaside Heights, New Jersey

, the question to ask remains: When are builders and contractors going to embrace the need for protection on lumber? ECOB's response to this event and others like it is not one of question, rather one of proactivity, clarity and decisiveness. The new coating facility provides our customers with 'just-in-time services' and a real choice, further propagated by ECOB's unparalleled mold, fire, termite, and wood-rot protection.

"At ECOB, we targeted the Sandy rebuild last fall as we deployed in response to help those in need, knowing that one day this rebuild and government assistance would eventually show up. Since we have been and currently are involved in this rebuild in New Jersey and New York, we have been receiving correspondence about the Jersey Shore burning with everyone asking the same question.

*'If they built with Eco Red Shield*

*, would this be happening?'*

It is amazing to see that the point of origin for yesterday's fire initiated the rapid spread of fire so quickly to the surrounding wood framed exposures. In my opinion, had the wood framed structures been built with advanced framing lumber coated with Eco Red Shield

yesterday's fire performance could have been contained within the point of origin," stated Steve Conboy

, President/CEO, Eco Building Products, Inc.

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**About Eco Building Products, Inc.** Eco Building Products, Inc. is a manufacturer of treated wood products that are protected against fire, mold/mycotoxins, fungus, rot-decay, wood ingesting insects and termites by our proprietary eco-friendly chemistry utilizing ECOB WoodSurfaceFilm™ and FRC™ technology (Fire Retardant Coating). Eco Building products,

## Eco Red Shield

utilizing *patent pending* technology is the ultimate in wood protection, preservation, and fire safety to building components constructed of wood; from joists, beams and paneling, to floors and ceilings.

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## Company Contact

Eco Building Products, Inc.

Phone: 1 888 Red Shld (888.733.7453) Email: [info@ecob.net](mailto:info@ecob.net)

Web Site: [www.ecob.net](http://www.ecob.net)

**Investor Relations Contact** Arthur Douglas & Associates, Inc. Arthur Batson Phone: 407-478-1120

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