

ALTERNATIVE SOLUTIONS

There is a need to restore the depleting natural resources and climate change, says **MUKUL GUPTA**

Present trends indicate that global consumption patterns are unsustainable and there is a dire need to address concerns of loss of bio-diversity, depleting natural resources and climate change. One thing is certain though, that it will take a combination of technological advances and significant lifestyle changes to restore the balance. There is no doubt that those companies whose product or services directly address these global challenges are the ones that will lead the way in the future.

In this regard, a range of eco-friendly solutions have been developed using the cutting-edge research, which both understands the consumer needs and its responsibility towards the environment, are a good option to use. These alternatives are, in fact, ideas for the brave new world. They set new global standards with their aesthetic appeal, exceptional functionality and extreme durability. It's not just an answer to the universal problem of depleting natural resources, but also the use of these revolutionary products could transform the way the construction industry does business. These eco-friendly products not only cut the costs to environment dramatically but also cut the cost of construction dramatically.

Among the new developments, there is an engineered composite thermoplastic board that is strong and dimensionally stable. This board can act as ideal replacements for steel sheets, plywood or other conventional flat boards. This board is made out of 100% recycled material and its characteristics include non-absorbent and fire retardant.

These boards can be used in an array of applications like racks, shelving platforms, truck panels, earth/water retaining structure, cold-storage panels, interior wall partitions, wall cladding, mobile

building panels, underwater barriers and acoustic insulation to name a few.

Similarly, wood plastic composite is another product of cutting-edge innovation. Anything that natural wood can do, this eco-friendly product can do and more. Available in block, plank and flat board, this product can match regular wood and plywood, application for application. Other than that, it is designed to survive. It's termite proof, borer proof, insignificant water absorption - hence no swelling and fire retardant too.

Owing to the strength and durability it possesses it makes an ideal match for door frames, window frames, exterior cladding, interior cladding, partitions, fences etc.

Additionally, there is a marble and granite alternative and unlike natural stone, it comes in all shades with the significant advantage of zero colour variation per order.

Quality, value addition and attractive pricing must be inextricably linked to the idea of sustainability to make green products a smart choice for the consumer and as the construction industry grapples with rising costs, diminishing return on investment, declining quality and lack of durability.

It is, quite simply, out of the ordinary. It addresses global concerns of depleting natural resources, loss of bio-diversity and unsustainable consumption patterns. It sets new global standards with its irresistible aesthetic appeal, exceptional functionality, extreme durability, strength, dimensional stability and versatility.



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