



## **SMALL CASE STUDY**

FOR IMMEDIATE RELEASE

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## **RIGHT ON TARGET**

Target Corp. operates more than 1,400 stores worldwide and has a long history of being a responsible corporate citizen by doing such things as pursuing a variety of “Green” initiatives.

Recently, Target has been exploring a new Green program at four of its Chicago stores—the installation of Green Roofs.

A Green Roof involves the planting or placing of vegetation on top of a facility’s conventional roof. The plants are usually drought-resistant, requiring minimal attention.

Green roofs have several benefits. After a storm, they significantly reduce the amount of runoff that flows through streets, causing overflows at a sewage treatment facility.

Additionally, Green roofs can dramatically reduce roof temperatures, helping to cut escalating energy and air-conditioning costs. They also significantly prolong the life of a roof.

“We had to choose between two types of Green Roofing systems,” says Forrest Russell of Target’s real estate department and overseer of the Chicago stores. “One is built right on the roof by landscapers who haul soil, plants, and materials to the top of the building. The other is a modular system.”

With a modular system, such as those produced by GreenGrid®, the company that installed Target's Green Roofs, soil and plants are preplanted at a nursery, placed into a series of modules made of recycled plastics, and then hoisted to the top of the building where they are installed on the roof.

The GreenGrid modular system is more cost-competitive because the planting and preparation work is performed in an assembly-line fashion at the nursery. It's also faster to install, and there is less danger to those working atop high buildings.

"The mayor of Chicago envisions this city as the 'Greenest city in America,'" says Russell. "And Target plans to respond appropriately with...Green Roofs and other programs."

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### **About GreenGrid® Green Roof System**

GreenGrid® Green Roof System is a division of Weston Solutions, Inc—a leading environment and redevelopment firm delivering comprehensive solutions to complex problems for industry and government worldwide. Employee-owned, the company's services encompass environmental remediation, redevelopment, and management and compliance. Its emphasis on restoring resource efficiency to its clients' operations — including land, air, water, facilities and staff — ensures that clients derive maximum value from their resources.

For more information, visit [www.greengridroofs.com](http://www.greengridroofs.com) or contact Sandra McCullough at (312) 424-3306; Andy Harris in Glastonbury, CT at (860)368-3211; or Steve Fuller in Seattle, WA at (206)521-7652.

