

100 Stone Road W. Suite 205  
Guelph, ON N1G 5L3

t 519-827-1118 f 519-837-3209  
bioautocouncil.com

## **FOAM Goes GREEN – Now Made With Renewable Resources**

FOR IMMEDIATE RELEASE

GUELPH, ON – February 28, 2008 – Ontario’s mattress, furniture and toy sectors turned a brighter green today with the announcement from the Ontario BioAuto Council of a \$500,000 grant to Valle Foam Industries Inc. to aid in the commercialization of their new **BioPlush™** product line.

**Valle Foam Industries** – located in Brampton, Ontario – manufactures slab stock polyurethane foams for the furniture, bedding, packaging, carpet and children’s toy industries. Valle Foam has committed to replacing up to 25% of traditional, petroleum-based polyols – one of two main ingredients used to make foam – with polyols derived from **natural plant-based oils such as soybean**.

“Valle Foam has always considered the environment in its business decisions and our new bio-based foam is an extension of that dedication. The financial contribution from the Ontario BioAuto Council will help to catapult us into a leadership role with new greener options for our customers”, stated Dale McNeill, VP Operations for Valle Foam.

Bio-based polyols have witnessed significant growth in the last two years, due in large part to the increasing price of crude oil – the traditional source for petroleum-based polyols. Consumers are anxious to reduce the world’s dependence on fossil fuels and ultimately lessen greenhouse gases. New bio-based alternatives have entered the marketplace in a big way and offer equal or better functionality.

“The Council is excited over its contribution to Valle Foam as the shift in production at Valle Foam signals a growing market demand for bio-based materials. And a growing market means new opportunities for Ontario companies and the province’s natural resource sectors”, said Craig Crawford, CEO of the Ontario BioAuto Council.

The Ontario BioAuto Council is a not-for-profit organization working to link Ontario’s agriculture and forestry sectors to chemical/plastics processors and advanced manufacturers to produce materials and chemicals from biological feedstocks. Its commercialization fund targets near-market-ready innovations that will lead to the production of basic bio-plastic and bio-composite materials, for use in the manufacture of automotive parts, furniture, construction materials and other consumer and industrial products.

The contribution to Valle Foam is the second from the Ontario BioAuto Council. The first was made in December 2007 to GreenCore Composites to assist in the commercialization of their natural-fibre composite technology.

**Contacts:**

Erin Cheney, Director Operations  
519-827-1118 Ext 224  
bioautocouncil.com

Dale McNeill, VP Operations  
905-453-8054