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# The Clean Technology Opportunity: Overview and Some Business and Technology Details



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What is **Green** and how does this affect my job and my company's competitiveness?



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**John Laux – CEO, LEED AP**  
**Greentech Engineering, LLC**

- **Engineering of prototypes, parts and systems**
  - **Prototyping and Product Development**
    - **Design, CAD / CAM**
- **Microcontroller and embedded Linux based systems design**
  - **4 axis machining capability**
- **Process efficiency and automation engineering**
  - **Systems assembly and testing**



**Greentech Engineering**  
[www.GreentechEngineering.com](http://www.GreentechEngineering.com)  
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- **An innovators view**
  - **Some technical details on green production and facility design**
  - **Why clean/safe (sustainable) is competitive and exciting**



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# An innovators view:

- **Classic Design, Engineering and Prototyping**
- **Dedicated to Green Products & Services**
- **Start-up Business Development**
- **Capital Sourcing**
- **Workforce Development**



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# Some technical details on green production and facility design:

- **Recycled & Bio-based Materials**
- **Waste to Feedstock**
- **Cradle to Cradle Design**
- **LEED Designed / Certified Facilities**



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# Why clean/safe (sustainable) is competitive and exciting :

- **Whole Systems Thinking & Design**
- **Cost Competitive Advantage**
- **Profit Centers**
- **New Innovative Products ( Window Insulation System )**



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