

## Making a Difference One Biobased Product at a Time



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In 1926, W. R. “Bob” Meadows and Edna Meadows launched a business dedicated to designing, manufacturing and marketing high quality building materials. W. R. MEADOWS’ first product was an asphalt expansion joint. In the nearly 100 years since, the company has developed more than 350 products, ranging from fiberboard to waterproofing products, that it sells through its authorized distribution network.

W. R. MEADOWS has long focused on sustainability and green building. To strengthen that focus, it pursued the USDA Certified Biobased Product Label for its many biobased

products. The company’s subsidiary, BLUE RIDGE FIBERBOARD, also sought certification.

“Within the construction industry, it’s not enough to simply claim that a product is green,” explained Kimberly Lombardozzi, W. R. MEADOWS’ Sustainability Manager. “The first question is always, ‘Where’s the documentation? Reputable architects, engineers, and builders need proof; they are accustomed to complying with LEED requirements.” Leadership in Energy and Environmental Design (LEED) is a widely used green building rating system.





**W. R. MEADOWS' USDA Certified Biobased Products include:**

- CORK EXPANSION JOINT
- SELF-EXPANDING CORK EXPANSION JOINT
- FIBRE EXPANSION JOINT



**BLUE RIDGE FIBERBOARD'S USDA Certified Biobased Products include:**

- PREMIUM INSULATING SHEATHING
- SOUNDSTOP®
- STRUCTODEK® HD
- CANT STRIP
- TAPERED EDGE
- IBP

Consequently, products that have been tested, certified, and earned the right to display the USDA Certified Biobased Product Label help to guard against greenwashing—the practice of misleading people about what a company is doing to protect the environment and advance sustainability. The label tells buyers the biobased content of a product, and confirms that part of the product comes from renewable materials (like agriculture, animal, forestry, or marine materials) as opposed to petroleum (which is non-renewable).

Products meeting these biobased testing thresholds contribute to the company's biobased goals.

“We are so pleased to offer several products that now have third-party verified biobased content, complying with the stringent criteria set by the USDA's BioPreferred® Program,” Ms. Lombardozi said. “It's a declaration of our commitment to exceeding environmental standards. By prioritizing biobased content, we're not only ensuring compliance with federal mandates but also championing a sustainable future.

We're also pleased to say that many of our biobased products are American made.”

In addition to getting its products certified, W. R. MEADOWS built an innovation center during the COVID-19 pandemic to explore developing a greater range of sustainable products, looking closely at concrete, asphalt, coatings, waterproof and weatherproof products. The company also sees itself as an important advocate in the vital movement towards sustainability, working closely with its customers and partners.

“We know that together, we can make a difference, one biobased product at a time. We're not just building materials; we're a family owned and operated company building a legacy of environmental stewardship for future generations—one that's grounded in innovation, responsibility, and a deep respect for our planet,” she said.

