

# **CODDING STEEL FRAME SOLUTIONS TAKES GREEN BUILDING A STEP FURTHER**

**Rohnert Park (CA) – 24 July 2007**

Coding Enterprises is pleased to announce the formation of Coding Steel Frame Solutions (CSFS), which will further enhance and underscore its overall strategy as an environmentally conscious, mixed-use community developer.

Based in Sonoma Mountain Village at Rohnert Park, CSFS will provide panelized steel framing solutions for both residential and commercial construction using steel with high recycled content. Their manufacturing processes will employ sophisticated software developed by Toronto based, Genesis TP who have built over 20,000 homes using this technology. This state-of-the-art technology dramatically reduces the manual operations that have plagued the success of the steel framing industry. Traditional wood framing for a 2,000 square foot home requires cutting 40 trees, while the CSFS technology utilizes steel from 8 recycled cars.

Tom Chambers, Chief Operating Officer of CSFS says he is thrilled the product, which will be used extensively in Sonoma Mountain Village, has received so much interest from the Northern California building industry.

"Coding's strength has historically been as a visionary entrepreneur utilizing new technologies and bold strategies. CSFS expects to be a leader in the emerging market of sustainable construction. Respect for the environment is at the forefront of all current and future projects, which is what initially inspired us to establish the company", says Chambers.

The solar-powered CSFS manufacturing facility will begin operations at the end of July and will start fulfilling orders at the beginning of September. Product inquiries and requests for quotation have been coming in at a brisk pace, verifying Coding Enterprises' view that CSFS has a high growth potential.

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## **About Coding Steel Frame Solutions (CSFS)**

The concept behind CSFS emerged at the beginning of 2007, when the parent company Coding Enterprises, strengthened its commitment to the environment and deep sustainability. The CSFS factory is housed in a 100,000 square foot building in Sonoma Mountain Village, Rohnert Park, which features 90,000 square feet of solar panels that provide electricity for running the operation. Although it is structured as an independent company, CSFS will have the resources and backing of Coding Enterprises which has decades of expertise and experience in the building industry thus giving the new company a significant competitive edge.