



For Immediate Release

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**Birdair, Inc. Honored by *Buildings Magazine*
*TiO₂ Coated Tensile Fabric Membrane Receives 2008 Top Product Award***

BUFFALO, NY... TiO₂, a titanium dioxide photocatalytic membrane from Taiyo Kogyo, the parent company of Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, has been named a 2008 Editors' Choice Top 100 Product by *Buildings* magazine.

Taiyo Kogyo's TiO₂, sold in the US by Birdair, and introduced to the North American market in June 2007, is a non-toxic, flame-resistant coated tensile fabric that functions like the leaves of a tree, providing shade and comfort while actively neutralizing airborne pollutants and odors. As a virtually maintenance-free fabric membrane, TiO₂ features unique self-cleaning benefits, breaking down dirt and other organic materials through a chemical reaction with the sun's UV rays, oxygen and water vapor, present in the air, extending the vibrancy of the material.

TiO₂ is a revolutionary step for the green building market, improving the way roofing systems perform. The fabric is available in three choices each graded according to their degree of natural light transmittance.

Buildings' editorial staff and facilities professionals selected TiO₂ from thousands of product entries. Winning products were chosen based on a number of factors, including aesthetics, ease of use, durability/life-cycle, efficiency or applicability, universal appeal, sustainable/green elements and more.

"We are pleased that the architectural community continues to recognize TiO₂ as a revolutionary new development in tensile fabrics," says Kevin Mayer, Birdair vice president of business development, marketing & sales. "Birdair looks forward to the variety of new design ideas that are sure to stem from TiO₂'s increasing popularity in the tensile architecture sector."

Look for TiO₂ in the June 2008 issue of *Buildings* or visit www.buildingsmag.com.

About Birdair: Birdair, Inc. is the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, providing design-build solutions for architects and clients in all aspects of project design, engineering, installation and maintenance. Lightweight long-span roofing systems and cable structures can be attached to any building envelope and offer aesthetic and functional



options to complement any exterior design. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, call 1-800-622-2246 or visit www.birdair.com.

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BIRDAIR IS A TAIYO KOGYO COMPANY*