

For Immediate Release



Canadian Recycled Denim insulates Mississauga's First Home

Mississauga, ON (August 13, 2009) - In honour of Earth Day, Square One Shopping Centre supported by Oxford Properties Group collected over 4,000 lbs. of used denim and had it recycled by Montreal's Jasztext Fibres Inc., into ecologically friendly home insulation. The result? Over 3,000 sq feet of Blue Jeanious Insulation - A people friendly, and planet friendly product to insulate the Mississauga Habitat for Humanity home.

On Wednesday, August 19, 2009, from 10:30 a.m. until 3:30 p.m. at 4 Earl Street in Streetsville, 12 members of Square One management will don their steel toed boots and hard hats to help insulate Mississauga's first Habitat for Humanity home with recycled Canadian denim. Jasztext Fibres employees may also be on site to lend a helping hand.

Linda Keen-Lausberg, Square One's Marketing Director explains, "*Project Denim* was a four-day denim drive held this past April. Thanks to the overwhelming support of our community and staff, we collected over 4,000 lbs of used denim! Square One was responsible for all of the associated shipping costs of the insulation, and we can hardly wait to start installing the innovative *Blue Jeanious Insulation* into Mississauga's first Habitat for Humanity Home."

The Recycled Denim Journey:

Square One Shopping Centre took all the donated denim and had it compressed by an Ontario grading company into large cubes for shipping. The denim was sent to Jasztext Fibres in Montreal where it was tossed into large shredding drums and converted into fine fluff fibres. At this time, the machinery also removes all of the zippers, grommets and buttons. Next, the denim fluff is mixed with a binding agent - made from recycled pop bottles - and a flame resistant agent is added. The large sheets of insulation are then cut and ready to be used as insulation in the

home. Throughout the whole process, there is no waste. Any fibres that don't get 'binded' on the first go, get collected and added to the next batch.

Marilyn Matthews, Executive Director, Habitat for Humanity comments, "After the completion of a very successful *Project Denim* event coordinated through Square One Shopping Centre, Habitat for Humanity Mississauga is excited to announce that they will be installing the recycled denim from that event the week of August 17th, 2009. We are very pleased to have a team from Square One helping with the installation. Habitat for Humanity Mississauga would like to thank the management team of Square One for presenting us with this worthwhile initiative as we add recycled denim insulation as another "green" feature to our very first home. We are also delighted that Square One will be donating their 12 pairs of new steel-toed shoes back to us for future recycling. "

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Public information: www.shopsquareone.com
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Square One Shopping Centre, which is managed by Oxford Properties Group, is located at Hwy. 403 and Hurontario Street in Mississauga and has just completed a \$45 million retail renovation. The dramatic renovations have resulted in a fashion-forward interior design that offers customers a cosmopolitan and vibrant shopping experience. Square One Shopping Centre offers over 1.6 million square feet of prime retail space, which translates into more than 300 of the most recognizable brand names.

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