



Media Contact:
Karen Righthand
415.235.5359
krighthand@calstarproducts.com

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CALSTAR PRODUCTS APPOINTS JOEL ROOD CEO

Building Products Veteran to Lead Masonry Manufacturer's Continued Innovation and Expansion

CALEDONIA, Wis. – Joel Rood, a 15-year veteran of the building products and materials industry, will join CalStar Products as its CEO. Rood's broad experience in the construction products business includes senior executive P&L responsibility with industry leaders in product categories including gypsum wallboard, insulation and fiber-cement. CalStar Products develops and manufactures sustainable, affordable masonry products that dramatically reduce the energy and carbon footprint of the built environment, supporting U.S. energy independence, mitigating climate change, and creating new jobs.

Prior to joining CalStar, Rood was General Manager for CertainTeed Canada. Earlier, he was the General Manager of the Southern U.S. Division at James Hardie Corporation.

"We're thrilled to have Joel joining us," said CalStar Products Chairman Paul Holland. "Joel's executive skills, strong core values and record of managing growth and innovation across the building products industry make him the perfect fit to lead CalStar as we scale-up the business."

On earlier assignments with Hilti and Schlumberger in the U.S. and internationally, Rood developed and executed strategic plans leading to consistent growth and performance improvement. Rood's focus on innovation will be invaluable to CalStar as the company continues to expand into additional categories of sustainable building products.



CalStar is backed by cleantech investment leaders Foundation Capital, EnerTech Capital, Nth Power and The Westly Group. Under Rood, the company will relocate its headquarters and R&D activity from California to its manufacturing plant in Wisconsin.

“CalStar represents an exciting opportunity to meet the growing need for building products that are both sustainable and affordable. The company’s low-energy, low-CO₂ masonry products are incredibly exciting, and are just the start. I see us bringing many other exciting products to market in the coming years,” said Rood. “I’m delighted to join such a capable team to develop a new category of building products company, serving the growing green building market with innovative, unique, sustainable products.”

Rood holds a bachelor’s degree in Civil Engineering from Princeton University, a master’s degree in Petroleum Engineering from the University of Texas, and master’s degree in Business from Stanford University.

ABOUT CALSTAR PRODUCTS, INC.

CalStar Products, Inc. develops and manufactures sustainable building products that allow customers to dramatically reduce the energy and carbon footprint of their projects and incorporate significant recycled materials, without compromising building performance or budgets. Headquartered in Silicon Valley with a manufacturing plant in Wisconsin, CalStar’s mission encompasses national priorities of supporting energy independence, mitigating climate change, preserving natural resources, recycling industrial by-products, and creating green jobs.

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Corporate Headquarters

6851 Mowry Avenue
Newark, CA 94560

www.calstarproducts.com
Phone: 510-793-9500

Wisconsin Plant

2825 Four Mile Road
Racine, WI 53404