

For immediate publication

UniglassPlus gives the environment a boost

**Starting April 1, the windshield replacement expert
will recycle automotive glass**

Montreal, March 25, 2009 – UniglassPlus is happy to be a leader in environmentally responsible innovation. From April 1 to May 31, UniglassPlus will ensure that all windshields replaced during that period go into the recycling bins distributed to dealers rather than into landfills—a “first” in greening the automotive sector.

The initiative reflects UniglassPlus’s desire to help protect the environment. In this respect, spring is a good season for recovering automotive glass. April and May are in fact the months when the dealer network replaces the most windshields.

“We first want to ensure the viability of such an initiative in ecological terms, by taking into account the life cycle of the process so as to measure the net effect on the environment,” stated Sylvain Gosselin, Director of Operations. “If the results are conclusive, we will extend the practice to the entire year,” he added. Sylvain Gosselin also invited other industry players to do their part. UniglassPlus has often been the leader in the industry and plans to develop other environmentally appropriate solutions for the company’s various products.

“When it comes to protecting the environment, every action counts” said Danièle Courchesne, who acts as an environmental consultant for UniglassPlus. “I’m convinced that even a business in the automotive sector can do its part—just look at the hybrid and electric cars we are starting to see on the road.”

Forever recyclable

Every year some 1,2 million windshields are replaced in Canada. A windshield weighs 20 pounds on average, meaning that some 10 886 tonnes of automotive glass could be reintroduced into the consumption cycle and thus avoid landfills.

Glass is 70% silica sand and as such can be recycled endlessly. After it is recovered, it is crushed in grinders and the cullet obtained is sifted to eliminate impurities. It is then remelted with a specific amount of raw materials. The result is a glass paste, ready to be processed.

Using this cullet reduces the energy needed to produce glass by about 25%. Recycling glass also reduces pressure on resources by reducing the amount of raw materials required.

UniglassPlus is proud to work with associations that help young people aged 15 to 18 with social reintegration by offering them training that will help them to become self-reliant, responsible citizens. The young people participating in the UniglassPlus program will be preparing windshields for recycling.

About UniglassPlus

UniglassPlus, an affiliated company of VitroPlus which was founded in 1977, is a pan-Canadian company in automotive glass, electronics, detailing and protection, and accessories. Across Canada, 102 dealers operate under the UniglassPlus and VitroPlus banners.

UniglassPlus aims to provide consumers with the best solutions for their motor vehicles in the areas of prevention and protection using innovative concepts and offering high quality products and services for customer comfort and security.

-30-

Source: UniglassPlus

Information: Martine Meilleur
Martine Meilleur Communication inc.
Tel.: 514-504-1828
Cell Phone: 514-708-5233