

**Abstract**  
The purpose of this study is to determine the effect of the use of green bricks on the environment. The study was conducted in a laboratory setting. The results of the study show that the use of green bricks can reduce the amount of carbon dioxide emissions by up to 10%. This is due to the fact that green bricks are made from recycled materials and do not require the use of fossil fuels in their production. The study also found that the use of green bricks can reduce the amount of water used in their production by up to 20%. This is due to the fact that green bricks are made from recycled water and do not require the use of fresh water in their production. The study concludes that the use of green bricks is a sustainable and environmentally friendly alternative to traditional bricks.

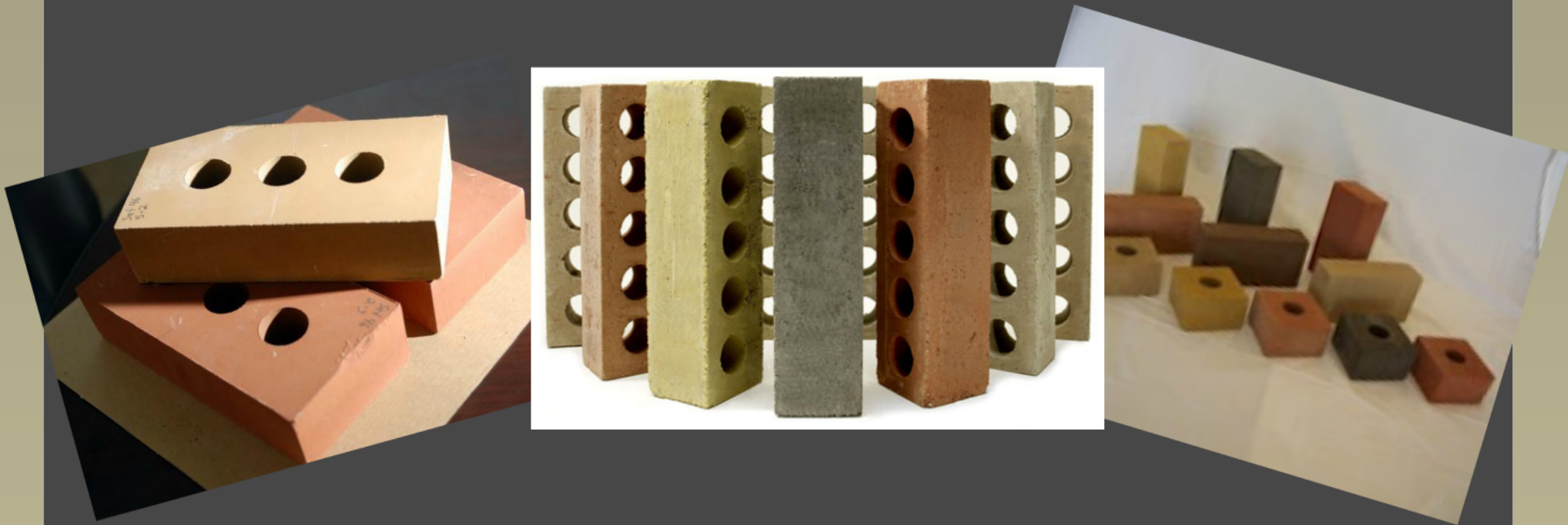


**Abstract**  
The purpose of this study is to determine the effect of the use of green bricks on the environment. The study was conducted in a laboratory setting. The results of the study show that the use of green bricks can reduce the amount of carbon dioxide emissions by up to 10%. This is due to the fact that green bricks are made from recycled materials and do not require the use of fossil fuels in their production. The study also found that the use of green bricks can reduce the amount of water used in their production by up to 20%. This is due to the fact that green bricks are made from recycled water and do not require the use of fresh water in their production. The study concludes that the use of green bricks is a sustainable and environmentally friendly alternative to traditional bricks.

**Basic Information On Company**  
Brand mark-   
Brand name- CalStar Products  
Trade name- CalStar, Inc.  
Distributors are not in this area  
There are no trade characters  
Product positioning- A "green" brick

**Sources**  
1. [Green Building Solutions](#)  
2. [GreenSource](#)  
3. [GreenSource](#)  
4. [GreenSource](#)  
5. [GreenSource](#)  
6. [GreenSource](#)  
7. [GreenSource](#)  
8. [GreenSource](#)  
9. [GreenSource](#)  
10. [GreenSource](#)

# Fly Ash Brick Project Harvard Case Solution & Analysis



[TheCaseSolutions.com](http://TheCaseSolutions.com)

## Fly Ash Bricks compared to Normal clay bricks

- Carbonization, carbon sequestration, mercury absorption
  - Get stronger from freeze-thaw cycles
  - Solidifies in a "sauna"
  - 20% cheaper than normal bricks
  - Saves fly ash from landfills and environment
- Each brick represents 1 lb of carbon dioxide
  - Form after being in a kiln
  - Uses fossil fuels and produces greenhouse gases
  - Need clay mining companies

## Basic Information On Company

Brand mark-



Brand name-CalStar Products

Trade name-CalStar, Inc

Distributors are not in this area

There are no trade characters

Product positioning-A "green" brick

# Warranty

Under proper construction, this product would provide safety and security for occupants. If there is a situation in which the product has failed due to its own manufacturing deformities, we would be happy to supply the means and amount of product necessary in order to reconstruct the portion that is in need of fixing with no cost to the constructors or current owners, or simply pay double the value of the project. This opportunity would only be available within the warranty period, or ten years.

We will not be responsible for any damages due to amateur work of design or assembly, natural phenomena such as exceptionally strong earthquakes, or human-caused phenomena such as explosions, and building not in accordance to Interlocking Concrete Pavement Institute's written installation instructions.

If you would like to make a warranty claim, please write to: [info@calstarproducts.com](mailto:info@calstarproducts.com) (email subject line: "Warranty Claim"). Name, address, phone number, description of defect, and proof of ownership must be provided.

# What has already happened

Website    Youtube videos    Awards

Samples

Buildings

## Market Plan

A few commercials

Flyers and brochures

# Sources

- <http://www.freightpipelinecompany.com/flyash.html>
- <http://www.freightpipelinecompany.com/>
- [http://en.wikipedia.org/wiki/Henry\\_Liu\\_%28civil\\_engineer%29](http://en.wikipedia.org/wiki/Henry_Liu_%28civil_engineer%29)
- [1http://cnsnews.com/news/article/trial-starts-damage-lawsuits-tva-ash-spill-0](http://cnsnews.com/news/article/trial-starts-damage-lawsuits-tva-ash-spill-0)
- Environmental Properties of Fly Ash Bricks
- [https://docs.google.com/viewer?  
a=v&pid=gmail&attid=0.3&thid=136f641028014d55&mt=application/vnd.ms-  
powerpoint&url=https://mail.google.com/mail/?ui%3D2%26ik  
%3Dff8fd11ce0%26view%3Datt%26th%3D136f641028014d55%26attid  
%3D0.3%26disp%3Dsafe%26realattid  
%3Df\\_h1jwn91k2%26zw&sig=AHIEtbQpbjuj1f-TRTPPNmeJSOYsHsrWVw](https://docs.google.com/viewer?a=v&pid=gmail&attid=0.3&thid=136f641028014d55&mt=application/vnd.ms-powerpoint&url=https://mail.google.com/mail/?ui%3D2%26ik%3Dff8fd11ce0%26view%3Datt%26th%3D136f641028014d55%26attid%3D0.3%26disp%3Dsafe%26realattid%3Df_h1jwn91k2%26zw&sig=AHIEtbQpbjuj1f-TRTPPNmeJSOYsHsrWVw)