



Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Specializing in the Home, Garden, Design, and Agribusiness Industries - www.eberlycollardpr.com

Follow us - Twitter: @eberlycollardpr Blog: http://www.eberlycollardpr.blogspot.com/

Information

Founded: 2002

Insights

See All

- 62 Monthly Active Users
0 Daily New Likes
0 Daily Post Views
0 Daily Post Feedback

Insights are visible to page admins only.

13 Friends Like This

6 of 13 Friends

See All



266 People Like This

See All



Favorite Pages

6 of 31 Pages

See All



Photos

2 of 28 albums

See All



No one has added fan photos. Edit Settings.

Links

3 of 24 links

See All



Unlike

Create a Page for My Business

Share

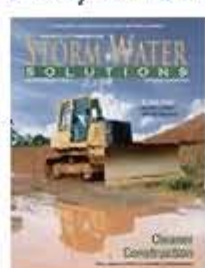
Eberly & Collard Public Relations

- Wall Info Photos Discussions Boxes Video

What's on your mind? Attach: Share

Options

Eberly & Collard Public Relations



Big River Industries Old Castle APG Featured in Widely Read Trade Magazine

With our client Big River Industries, there is a particular acumen tied to their work, products and projects that equates to providing educational insights to contractors, engineers, architects, landscape architects, and builders...

20 seconds ago · Comment · Like · Share



Eberly & Collard Public Relations Heard the latest news about Englishman's Fine Furnishings?! They've expanded into the kitchen / build service...read more via the link below.

Englishmans Fine Furnishings Launches Custom Furniture-Quality Kitchen : Page 1 of 1 : Home Furnishi

www.hfbusiness.com Englishman's Fine Furnishings , makers of high-quality, European-style antique reproduction furniture, has launched a new Furniture-quality, custom kitchen line.

October 22 at 10:10am · Comment · Like · Share · Promote

Jeff M Collard likes this.



Eberly & Collard Public Relations Hey everyone, Englishman's is hosting sale days this week. Designer days have already begun, and the sale extends to consumers later in the week. If in Atlanta, visit them at:

Englishman's Fine Furnishings' Smyrna Showroom / Warehouse 4874 S...

See More

Tuesday at 10:19am · Like

Write a comment...



Eberly & Collard Public Relations We were excited to return from Casual Market to be able to share our thoughts about the best products and trends. In the descending hype from post-Casual Market where our office has been buzzing with talk of this chair or that shade product, we've started this album to feature said amazing products as our official "Bes...

See More



"Best of Products" from 2010 Casual Market

4 new photos

October 21 at 1:41pm · Comment · Like · Share

2 people like this.



Eberly & Collard Public Relations Thanks for the Likes. :)

October 25 at 10:44am · Like

Write a comment...



Eberly & Collard Public Relations Exciting news, everyone! To celebrate the anniversary of their Smyrna, GA showroom, Englishman's Fine Furnishings would like to invite everyone to participate in special sale days. The sale will run Monday, Oct. 25 - Thursday, Oct. 28 from 9-5 each day for trade professionals, and it will continue into the weekend (ope...

See More

Save the Date

We would like to invite everyone to join us in celebrating our anniversary! Our Smyrna, Georgia showroom is hosting an anniversary event including a sale for both trade professionals and consumers! For our trade professional customers, we are having a special pre-sale just for you. ...

By: Englishman's

October 20 at 2:59pm · Comment · Like · Share

2 people like this.

Write a comment...



Eberly & Collard Public Relations 'Jeepers Creepers', Southern Living's Georgia Idea House, and loads of casual furniture pics from Casual Market - all on our Flickr page linked below!

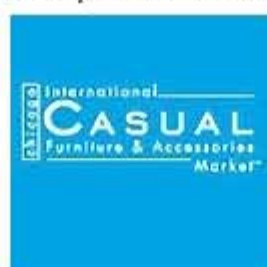
Flickr: Eberly & Collard Public Relations' Photostream

www.flickr.com

October 15 at 12:32pm · Comment · Like · Share · Promote



Eberly & Collard Public Relations



Best of Casual Market Products and Trends

With another incredible International Casual Furniture & Accessories Market™ now past, we would like to make sure everyone is aware that our "Best of Products" series is in the works and soon to be posted. ...

September 29 at 3:38pm · Comment · Like · Share



Eberly & Collard Public Relations



New Furniture-quality Kitchen Line Enters Market

Englishman's Fine Furnishings introduces its custom kitchen line in a newly expanded furniture and accessories showroom. And, with more homeowners investing in homes in which they will remain for longer periods of time, a custom kitchen is a worthwhile addition. ...

September 24 at 1:52pm · Comment · Like · Share

Leslie Kirk likes this.



Renae Alford Meyer Englishman's furniture lines are exquisite. Can't wait to visit the new showroom to view the kitchen design vignettes.

October 4 at 4:04pm · Like · Flag



Eberly & Collard Public Relations Thank you, Renae. We agree. It is a great pleasure for us to write about such amazing lines and pieces. If you'd like to pre-schedule a special tour of the new kitchen display area or any of the other showroom areas with one of the folks from Englishman's, feel free to let us know.

October 6 at 12:33pm · Like

Write a comment...



- Eberly & Collard Public Relations's Notes
- Notes About Eberly & Collard Public Relations
- Eberly & Collard Public Relations's Drafts

Browse Notes

- Friends' Notes
- Pages' Notes
- My Notes
- My Drafts
- Notes About Me

Subscribe

- Eberly & Collard Public Relations's Notes
- Edit import settings

Big River Industries Old Castle APG Featured in Widely Read Trade Magazine

by Eberly & Collard Public Relations on Friday, October 29, 2010 at 10:41am

[Edit](#)

With our client Big River Industries, there is a particular acumen tied to their work,



products and projects that equates to providing educational insights to contractors, engineers, architects, landscape architects, and builders. Since these industry professionals and related media members make up part of our Facebook fan base, we wanted to share this particular published piece of editorial work. It's an article titled "A Soil Study," and it was published in the September / October issue of *Storm Water Solutions*. The magazine is a publication that provides high-quality editorial content covering the latest storm water and erosion control industry developments, and we were, once again, privileged to write for them about Big River Industries.

The article explores a recent project completed by Big River Industries in collaboration with Ecos Environmental Design and ERTH Products. In completing the Christopher W. Klaus Advanced Computing Building, the Georgia Institute of Technology (Georgia Tech in Atlanta, just a few blocks from our office) also completed a comprehensive storm water management system. It was Ecos Environmental Design, a landscape architecture and urban planning firm, who saw the opportunity to create an engineered soil mix for better bioretention and less water runoff. That's where ERTH Products and Big River Industries came into play.

The bioretention area of the site used 350 cubic yards of engineered soil, containing 40 percent clay topsoil, 20 percent sand, 20 percent ERTH food compost, and 20 percent HydRocks. Manufactured by Big River Industries, HydRocks is an expanded clay lightweight aggregate product, manufactured through a rotary kiln process in which selectively mined clay is fired at 2000 degrees Fahrenheit. This process produces a consistent and predictable, high-quality ceramic aggregate that is structurally strong, physically stable, durable, environmentally inert, lightweight, and highly insulative. As a filter medium, HydRocks increases surface area and allows fast, free drainage, helps remove or reduce toxins, and absorbs nutrients for long-term, sustainable water treatment. For site developers and storm water management professionals, it improves soil's functionality and service life, saving material, labor and transportation costs.

Today, this innovative storm water management system provides a constant three-week supply of reclaimed irrigation water, and the facility earned a LEED Gold Certification from the U.S. Green Building Council. A job well done by everyone involved!

[RETAINING WALLS]

A SOIL STUDY

Engineered soil supports Georgia Tech storm water management system

By Laura Dretloff & Dan Eberly

With the completion of the Christopher W. Klaus Advanced Computing Building in 2006, the Georgia Institute of Technology (Georgia Tech) and those involved in the site's development set a competitive environmental benchmark in storm water management.

Georgia Tech's primary goal was to develop a retention system that would capture the first flush, or the first 1.1 in. of each rain event and hold it on site as reclaimed irrigation water. The 104,000-sq-ft building sits on a 6.2-acre site with a 30-ft grade change from the rear of the building down to the front.

With a relatively small site and a large building, including a three-story, below-grade parking structure, the remaining open space was impacted heavily by construction activities. The soil quality was ideal for building support, but it lacked the necessary infiltration for adequate storm water management.

Landscape architect and urban planning firm Ecos Environmental Design saw an opportunity to see new

solutions, embracing the university's challenge to sustain predevelopment hydrology, preserve the site's native ecology and emphasize open green space. Through a collaborative effort with the U.S. Environmental Protection Agency Region 4 and the Georgia Department of Community Affairs to fund a grant study—"Use of Engineered Soils and Landscape Systems to Meet Storm Water Runoff Quality and Quantity Management Requirements"—Ecos partnered with ERTH Products to engineer a soil mix for a bioretention and landscape area. The goal was to capture storm water while minimizing runoff on the site's dramatic grade change.

"It turned out to be a perfect fit," said Stephen Brooks, vice president of Ecos. "We were able to achieve the needed infiltration rates while maintaining a certain amount of moisture, combined with good organic content to support proper soil biology for ample plant life."

Soil Considerations

The bioretention area of the site used 350 cu yd of engineered soil, composed of 40% clay silt, 20% sand, 20% ERTH food compost and 20% HydRocks. Manufactured by Big River Industries, HydRocks is an expanded clay aggregate product, manufactured through a rotary kiln process in which selectively mined clay is fired at 2,000°F.

"This process produces a consistent and predictable high-quality ceramic aggregate that is structurally strong, physically stable, durable, environmentally inert, lightweight and highly insulative," said Jeff Speck, Big River Industries' vice president of sales and marketing. "As a filter medium, it increases surface area and allows fast, free drainage; helps remove or reduce toxins, and absorbs nutrients for long-term, sustainable water treatment."

Chemical and biological considerations for the Klaus building project included creating a living soil consisting organic macroorganisms, organic microorganisms and a diverse population of beneficial microbes. A living soil was essential given that it requires fewer chemical inputs, breaks down contaminants and provides movement within the soil, which increases infiltration, water-holding capacity and the overall air and water exchange.

Many Parts Create A Whole

The storm water retention design aimed to accept the building's roof runoff and first flush, absorbing storm water into the landscape and depositing the surplus into two underground concrete cisterns with a combined 174,140-gal




WWW.ESTORMWATER.COM • 11

where. After the cisterns were installed, Ecos constructed a series of retaining walls, 25 ft long by 5 ft wide and 30 in. tall. Built from local, natural granite, the walls were set perpendicular to the flow of the bioretention area, providing grade retention and serving as the delivery vehicle to infiltrate roof runoff through the bioretention area in the cistern basin.

"The roof's downspouts were connected to the end of the walls as an interior channel, which has a series of openings on the downstream side," Brooks said. "Roof runoff passes from the downspout to the walls' interior, turns 90 degrees and exits to the landscape. The reinforced channel of the walls withstands the force exerted by runoff from the roof, preventing soil erosion."

Ecos excavated 4-ft-deep cells between the retention walls, where it laid underdrain pipe that connects to the underground cisterns and wrapped the area with geotextile fabric. The engineered soil mix was then installed in a series of lifts, each watered down

to ensure soil settlement until design elevation was reached. The channels were lined with rubber tire rock laid up by large boulders salvaged during excavation of the building site. Cisterns placed the boulders on graded aggregate to ensure that they did not move. The boulders were slightly elevated to absorb grade and encourage pooling behind them, maximizing infiltration time.

The bioretention area was planted with a mix of native plant species to ensure a perennial stream condition in Georgia's Piedmont region, providing a drought-tolerant landscape. Any storm water that does not absorb is captured by the underdrains and sent to the cisterns, where irrigation pumps recycle it through the grounds.

At the rear of the building is a large lawn space used for student gatherings and social functions. Under the soil, Ecos used the same bioretention soil mix formulated with HydRocks to capture storm water diverting off landscapes. The water is routed through a series of underdrains emptying into the cisterns.

Sustainable Standards

Today, Georgia Tech's innovative storm water management system provides a constant three-week independent supply of reclaimed irrigation water. The facility earned a coveted LEED Gold Certification from the U.S. Green Building Council for sustainable site development using environmental materials from local sources. The experience and its ultimate result not only achieved the university's goals for storm water retention, but they also set a new standard for future development projects. [SWS]

Laura Dretloff is a writer for Eberly & Collard Public Relations. Dan Eberly is president and chief executive officer of Eberly & Collard Public Relations. Eberly can be reached at deberly@eberlycollardpr.com or 404.574.2900.

For more information, write to 3604 or 3605 on this issue's Reader Service Card or visit www.estormwater.com/files/001004.

WE DON'T JUST GET BY ON OUR GOOD LOOKS ALONE

(IT'S WHAT'S UNDERNEATH THAT COUNTS)

FOR UNSURPASSED STRUCTURAL INTEGRITY, YOU'LL FIND THE STRENGTH AND EXPERIENCE OF TENSAR® GEOSGRIDS BEHIND EACH OF OUR GRADE SEPARATION SYSTEMS.

The result — strength, security and proven performance from a single source. For more information on how we've proven this time and time again, call 800-527-0800 or visit www.tensarcorp.com/geogrids. ©2010







Wrote in 1800

12 • STORM WATER SOLUTIONS • SEPTEMBER/OCTOBER 2010

We included the scans of the hardcopy issue for everyone to see the visual layout and photos used with the article. For another way to read the article in its entirety, visit <http://www.estormwater.com/A-Soil-Study-article12193>. For more information about the three companies mentioned above, visit the websites listed below:

Big River Industries: <http://www.bigriverind.com/>
 ERTH Products: <http://www.earthproducts.com/dnn/dnn/>
 Ecos Environmental Design: <http://www.ecosdesign.com/>

~ ECPR

Comment Like Share



Write a comment...