

## **Rtica Corp. Retains Project Executive for New Manufacturing Site**

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**Stoney Creek, ON, August 3, 2004:** Rtica Corporation announces it has retained John Taylor, B.Sc., MBA, as a consultant to manage all design/build aspects relating to its proposed **RTICA®** insulation manufacturing facility in New Brunswick." The role of Project Executive is crucial to the full scale commercialization of **RTICA®**," says Warren Arseneau, President, "and we're most pleased to have a person of Mr. Taylor's caliber and background join the team."

John Taylor brings a wealth of experience to the task. Of special interest to Rtica is his familiarity with bringing several first-of-kind processing plants on stream in Europe and the U.S.A., ranging from renewable fuels to specialty food ingredients. Professionally, Mr. Taylor's background includes industrial marketing, technology licensing, strategic planning, finance and acquisitions, partly gained in his previous position as President and COO of Stake Technology Ltd., now SunOpta Inc., a Nasdaq and TSE listed company.

As Project Executive, Mr. Taylor will manage the entire project in two phases. Phase 1, already in progress, covers the development of a project implementation plan. It entails a review and update of existing process engineering documents and preliminary negotiations with potential suppliers. From this thorough analysis will emerge a project schedule and budget for the Board's approval. Phase 2, the actual building and commissioning of the new plant, will begin immediately on the successful completion of new financing initiatives now underway.

**RTICA®** brand insulation ([www.rtica.com](http://www.rtica.com)) is manufactured by a proprietary technology that converts 100% recycled plastic (PET) into a safe, clean, highly efficient insulation. It is initially available to professional installation contractors as loose fill for blown-in-place applications

*The TSX Venture exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the content of this press release.*

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