

New incubator company for 'people, planet and profit'

BY LORALEE STEVENS, STAFF REPORTER

ROHNERT PARK – The word “bio-mimicry” isn’t in your standard dictionary, but Restorative Technologies will be happy to demonstrate it for you.

The latest addition to the Sonoma Mountain Business Cluster incubator looks beyond sustainability to the greater goal of environmental restoration using the processes by which nature sustains and cleanses itself.

“Biomimicry uses the natural design principles – the porous nature of tree bark, the resilience of biofilms, swirling design of sea shells – in creating new technologies for specific purposes,” said Restorative Technologies founder and President Thomas Boyd.

For the last three years Mr. Boyd and his team of five have scouted the world for products, technologies and, most importantly, people who promote the restoration of water, air and soil. Now they offer a palette of products and services to companies that want to lead the way.

“In Europe, governments encourage restorative practices with funding. In the U.S., companies have to be visionaries and do it on their own,” said Mr. Boyd.

His company, formerly located in Sebastopol, has helped about 15 such visionary enterprises so far with a variety of innovative technologies, including water cleansing and wine mixing for wineries, soil biodynamics for food-growing operations and interior surface treatment to remove and destroy volatile organic chemicals.

“Most businesses in the U.S., especially in California, want to be environmentally responsible, even sustainable, but they have no idea where to start,” said Mr. Boyd.

“We do a thorough analysis of their water and energy use and the quality of the air inside and out. Then we

make recommendations. Some want single, stand-alone solutions. Others want to increase their triple bottom line: people, planet and profit.”

It’s a misconception that going green and beyond is costly, he said. Technologies that mimic natural processes can operate at a tenth of the cost of current technologies and are more efficient. “And people benefit from working in a healthier environment and so do domestic animals and wildlife,” he said.

Restorative Technologies is a great believer in solar, wind and geothermal power and also in the power of the humblest fungi and microorganisms. Biofilms, the protective and immensely resilient films that form on any surface exposed to water, offer an array of potential uses.

The team at Restorative has built a worldwide network of similarly minded scientists and inventors to collaborate with on new products and technologies. Currently, surface products employing biofilms are under development.

“Europe is 10 years ahead of us when it comes to using natural organisms. In this country, big companies like Monsanto and Dow won’t use them because they can’t be patented,” said Mr. Boyd. “The U.S. is still a strong believer in ‘better living through chemistry.’”

Instead of using chemicals to clean toxins from a lake, harnessing microorganisms leaves the lake in better shape with more nutrients for life forms, he said.

“If we can create and bring technology to companies that not only takes care of their environmental problems but also creates a better environment. We’ve then not only stopped hurting the planet; we can start to help the planet.”

For more information, call 707-664-6230 or visit www.restorativetechnologies.org.

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