



# LOUISE DOBSON TREASE

Material Expert and Product Designer

## CONTACT

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## PROFILE

Louise is a materials specialist who has dedicated the last 25 years to designing products in ceramics for the homewares and building industry.

Her passion for sustainability, expertise in NPD processes and love of the industry has driven her to establish the new LOUD Library initiative.

The building industry has an urgent need for accurate product information, to share knowledge and trends and to reduce greenwashing. These drivers have been front and centre in the LOUD Library mission.

The LOUD Library has developed an online and physical reference system, supported by the latest technologies to enable timely and accurate product comparisons in the specification process.

With the help of local and global networks and leaders in their field, Louise has made it possible to build this valuable resource for all.

The LOUD Library initiative now partners with **Global Green-Tag International**, a third party verified Conformance Conformity Assessment Body that under strict International Standards, conducts the Global GreenTagCert™ certification, transparency reporting and EPD programs, which assess and rate products across all sustainability criteria and in alignment with leading green and healthy building rating tools to build a trusted, holistic library with **LOUD** for sustainable materials management and procurement services.

## EDUCATION

### **Victorian College of the Arts (BA), Ceramic and Design**

After graduating from VCA Louise opened her first business in designing ceramic homewares. Throughout the 90's these products were manufactured in Australia, sold locally and globally to leading brands Country Road, Myer, and Diamaru. These products have influenced Australian trends by embracing Scandinavian minimalist design and Asian-inspired tableware for the homewares industry.

### **RMIT University (MBM), Ceramicist for the building industry**

After winning various business awards for innovation, Louise returned to study business and further enhance her skills in new Product development (NPD). In 2003 Louise graduated and transformed her design flair into the bathroom fittings, tile, and brick industry. Louise's love of glazes helped transform Bricks colours and textures for leading brands Brickworks and Selkirk. These product styles have stood the test of time and are still used in construction today.

### **Steering committees, University of Tas (UTAS), UDIA, Think Brick Australia**

In 2005 Louise began her shift into sustainability as she chaired various sustainability committees in Victoria and Australia. Her passion for sustainability increased as she presented the thermal research findings from the University of Newcastle and UTAS in conjunction with Think Brick Australia. It was here she established global connections with other industry bodies and saw the need to improve the sustainable manufacture of materials.

### **A global library idea, Connecting the sustainability network.**

By 2019 Louise knew there needed to be a stronger sustainability shift. An increasing "Greenwashing" of products required a review; technical information needed to be more transparent, and accreditation needed to be trusted. There needed to be a resource to locate information about recycling and how to reduce waste streams in the building industry. In 2020-2021, with a global network at her fingertips, Louise began researching new systems to enable the Australian design community to compare products and their information efficiently and accurately in an online portal.

## LOUD LIBRARY

### **The story of the LOUD Library initiative.**

In 2022 Louise received a grant to take the LOUD Library initiative to a range of tradeshow to complete her research. At Design Show Australia LOUD was a finalist for the Sustainable Exhibit Award and with over 300 industry professionals interested in supporting the library, Louise was driven to take the idea to market. A project team of industry professionals was established to deliver sustainable library and librarian services together.

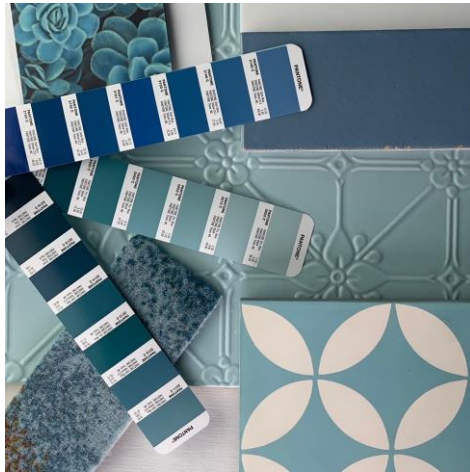
The LOUD Library is now fully operational and continues to archive building materials weekly into a digitised online portal that will be accessible by subscription for building professionals. All samples are digitised and matched with a physical sample stored to museum standards in a location in Melbourne.

The sustainability library portal is currently being curated in conjunction with **Global Green-Tag International** (who provide 3<sup>rd</sup> party accreditation of this class of product samples listed that have been assessed and certified various aspects of impacts on human health, ethical labour supply and environment – as relevant to the certification service engaged) and other material experts. The LOUD Library is due for industry-wide access in early 2025.

## LOUISE DOBSON TREASE

### The founder of the LOUD Library.

Louise encourages like-minded people to join the LOUD Library initiative, "Let's be productive leaders for future generations. Let's help to fast-track the sustainability and innovation movement that is needed to reverse the harmful impacts on our planet from 150 years of industrialisation. If we can share our knowledge, embrace new technologies, reduce sample waste and recycle, we can make a profound difference. A small thing like the LOUD library can show the next generation of designers that we have tried to deliver a sustainable industry and environment for them to thrive in." 2024.



Images: From the LOUD Library journey 2019 – 2024 1: Brick samples (LOUD 2021 Volume III), 2: Blue flat lay with Pantone swatches (LOUD Vault 2019), 3: Johnston tiles sample box London (2022), 4: Tile waste going to landfill (2023), 5: Louise's ceramic art (2020), 6: LOUD LAB: the first sample documented (2019) 7: Stone from around the world flatlay 2022), 8: LOUD Vault image (2023)