

A Business You Should Know

Eco Steel

Joss Hudson, Founder



Discretion Brewing gastropub in Santa Cruz, Calif. - part of a new retail space rebuilt out of prefabricated steel after the original property was destroyed by fire (photo credit: Treve Johnson)

Business Owners and Homeowners turn to EcoSteel's Prefabricated, Non-Combustible Steel Technology to Rebuild after Devastating Fires

Joss Hudson watched with dismay as the devastating wildfires ravaged the North Bay. The founder of EcoSteel, a supplier of eco-friendly and fire-resistant preinsulated and prefabricated steel building materials, is accustomed to helping business and homeowners rebuild after natural disasters, but the magnitude of the devastation was overwhelming. "We have never seen anything like this," says Hudson. "So many people have been affected." In talking with those impacted, Hudson found that many don't know where to start. "Many people are underinsured and simply need to have a different approach to rebuilding," says Hudson, "and we can help with that."

EcoSteel's cutting-edge technology provides an alternative to traditional wood construction. In addition to being fire and mold resistant, the structures are modern and clean, and meet California's rigorous building and energy code requirements. And because the materials are prefabricated and preinsulated, they arrive onsite ready for assembly, offering a faster building process and saving owners significant time and money.

EcoSteel is working with the owners of a local Santa Rosa community preschool who lost their facility in the Tubbs Fire, as well as a number of homeowners from the Coffey Park community whose homes were also destroyed, to create custom designs that match their budgets. "Once people visualize how their home or business will look with these materials, they get excited at the possibility of building an eco-friendly home that is modern, cost efficient and expedient to construct," says Dave Scott, senior project manager for EcoSteel.

In 2008, homeowners in the Santa Barbara area faced a similar wildfire tragedy, when the Tea Fire swept through the local community and claimed more than 200 homes. One homeowner, an artist, made the decision to rebuild, but this time vowed to use materials that were fire-resistant and energy efficient. In collaboration with architects Hector and Pamela Magnus and EcoSteel, the artist specified a modern design that culminated in a modern, concrete and steel residence that takes advantage of the site's stunning views and was constructed quickly and economically.

Developers and brothers, Brian and Kevin Dueck, also turned to EcoSteel to rebuild after the back building on their Santa Cruz, Calif. retail property was destroyed by fire. The result is a 10,300-square-foot steel, industrial-chic space, with two-hour fire rated panels and roof that feature a new gastropub, salon, crossfit gym and car rooftop tent manufacturer.

EcoSteel has set up a satellite office in Santa Rosa to work with business and homeowners in the rebuilding effort and is partnering with local construction firm, EWest Construction, who has completed dozens of buildings in Santa Rosa, with several active projects currently pending with EcoSteel.

Who we are:

A supplier of modern, prefabricated and preinsulated steel building materials that are eco-friendly, durable and economical. The pioneering technology also meets rigorous energy and building code standards and offers a faster building process.

What we do:

We work with architects, builders and property owners to create a value-driven approach to steel construction.

How to contact us:

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ECO STEEL®



Anthrazit residential home in Santa Barbara, Calif. – residential home rebuilt out of prefabricated, recycled steel after the original home was destroyed in the 2008 Tea Fire. (photo credit: Hector Magnus)