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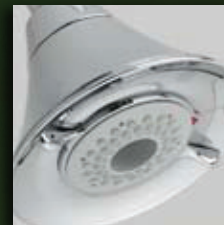
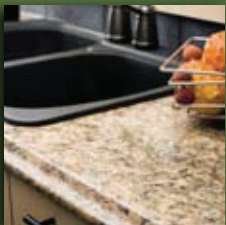
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GreenBuilder®

DEFINING GREEN

THE HOT 50

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COMPLIMENTARY MAGAZINE
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FIFTY GREEN PRODUCTS

List Makers

Meet the green products that can help you build more sustainable homes in 2008. By Tracy Fox

Can we believers in green building be so bold as to say, “Build it and they will come”? By all accounts, there is a rising demand for green homes. Still, since buyers are no longer buying homes faster than builders can construct them, now is a good time for builders to ask themselves how they can build better homes.

We can help.

This month, we have expanded our products department to cover a promising selection from the growing world of green building products and technologies, some you may have heard of, others may be new to you.

We understand that everyone is at a different point in the green building journey, and we’ve tried to make our product picks reflect that. You’ll find green building products that will increase a home’s health and comfort

through air quality, daylighting, thermal comfort, and sound attenuation. Other product possibilities conserve or reuse water and increase a home’s energy efficiency. There are also some green gems for those of you who are ready to begin or who are already delving into all stages in the life of a product, from raw materials acquisition to installation and use to recycling.

These pages also highlight technological advancements in how we produce renewable energy such as solar and wind.

Regardless of the product though, Americans’ focus on energy efficiency and conservation are giving builders more opportunities than ever before to upsell buyers on the idea of lowering energy consumption and costs through sustainable building practices.



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Environmentally Safe Products LOW-E reflective insulation can be used in multiple ways, including duct and pipe wrap, concrete thermal barrier, hot water tank wrap, and roofing and wall insulation, thereby reducing waste for builders. The LOW-E house wrap blocks up to 97 percent of a home's radiant heat, according to the manufacturer and increases a home's R-value when used in conjunction with a mass insulation system. LOW-E products are lightweight and do not contain fiberglass. 800.289.5693 www.low-e.com

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GreenFiber Cocoon Insulation is made from 85 percent recycled paper fibers and 15 percent additives for fire resistance. It can be installed in attics, floors, and walls of residential new construction and re-insulation applications. The product has a Class I(A) fire rating, and the fire-retardant chemicals are nontoxic borates, according to the maker. Installers need to be trained before professionally installing this loose-fill insulation; the company has service technician training teams across the United States. 800.228.0024 www.greenfiber.com

Endless Energy

Renewable energy systems offer numerous benefits to home buyers, builders, and the planet.



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Renewable Energy

Dawn Solar Systems are architecturally integrated to collect solar-heated water from roof or wall areas. Entirely sealed and protected from the elements, the open- or closed-loop configured systems use heat exchange technology to produce heated air, radiant heating and domestic hot water. In addition, the Dawn Solar Fuel Combined Heat and Power (CHP) System is combined with PV laminates or roof tiles to generate electricity from the same space. 866.338.2018 www.dawnsolar.com



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SMA America Sunny Island 5048U battery inverter stores backup power from renewable sources such as solar and wind. It is suitable for off-grid systems as well as utility backup and is designed for extreme power surge capability. The new model is intended to meet the new IEEE 1547 requirement and provides a stable 120 VAC output. The new interface makes on-site configuration quick and simple, according to the maker. 503.273.4895 www.sma-america.com