



## Green Product Selection Expands as Shown at International Builders' Show

Today's buildings consume more energy than any other sector of the U.S. economy, including transportation and industry. Innovative, energy-efficient building technologies will enable tomorrow's buildings to use significantly less energy. Smart products incorporate significant positive environmental impact on residential design and construction, while reducing energy consumption and costs for homeowners. The following green products were on display at the 2007 International Builders' Show.

### EXTERIOR PROTECTION

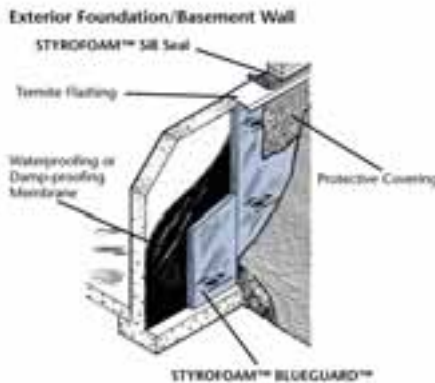
Popular Science magazine selected Cosella-Dorcken's DELTA-DRY polyethylene barrier wrap for their "Best of What's New" in the Home Tech products category. DELTA-DRY provides a barrier of protection against wind, rain and damp. Unlike house wraps that are porous or breathable, DELTA-DRY is a "barrier" wrap that resists air and moisture. Made of heavy, channeled polyethylene sheeting, it dries, drains and protects by providing a double-sided drainage gap. [www.delta-dry.com](http://www.delta-dry.com)



### PEST CONTROL

Nationwide termite damage approaches nearly \$5 billion annually. Spring is peak termite season in the South, and savvy builders and home buyers are looking for better protection against termites without spending extra money and compromising the value of the home.

Dow Building Solutions has introduced STYROFOAM BLUEGUARD Extruded Foam Insulation. In some areas of the country with



heavy termite infestation, code requirements have limited the use of rigid foam in foundation applications because termites can tunnel into and hide within the foam. STYROFOAM BLUEGUARD meets and exceeds field performance criteria in ICC-ES EG-239 Evaluation Guideline for Termite-Resistant Foam Plastic,

allowing it to be used in areas with very heavy termite infestation in below-grade applications, such as exterior basement walls, interior crawl space walls and slab on-grade applications. Designed to be used in conjunction with a total insect management program, in extensive field testing, it has proven to resist termites tunneling through the foam. It also offers the added value of insulating the foundation to protect against moisture and energy loss. [www.insulateyourhome.com](http://www.insulateyourhome.com)

### RADIANT BARRIERS

Builders across the Southeast are finding that they are not the only winners when they add radiant barriers to their homes. Home owners win with savings on monthly energy bills, increased home comfort and potentially improved home resale value. LP TechShield panels are a combination of a thin yet durable sheet of aluminum laminated to the smooth side of OSB. After lamination, the panels go through an incising process that creates channels designed to allow for the release of moisture, which helps to reduce attic temperature and the load on air conditioning units, insulation and ducts.



Haven Properties, a 100 Percent Premier EarthCraft House builder, recently ran an energy analysis on the impact on heating and cooling demand with the use of LP TechShield Radiant Barrier, and found attic air conditioner sizing could be reduced by 10-15 percent. [www.lptechshield.com](http://www.lptechshield.com)

### SUB-FLOOR PROTECTION

Builders can protect sub-floors from Mother Nature during initial construction stages before the roof and exterior walls ever go up. Plytanium DryPly plywood from Georgia-Pacific absorbs up to 40 percent less water than plywood without a

## EarthCraft House Partners

### GRAND PARTNERS

The Atlanta Journal-Constitution  
Cosella-Dorcken/DELTA  
DOW StyroSystems  
Georgia Environmental Facilities Authority  
Georgia-Pacific  
Home Depot Foundation  
Icynene Insulation Systems  
LP TechShield  
P<sup>2</sup>AD  
Packer Industries  
U.S. Department of Energy Building America  
Whirlpool

### PARTNERS

Energy Star  
Johns Mansville  
Marvin Windows and Doors/  
Integrity from Marvin  
Milesbrand

### ASSOCIATE PARTNER

Pestban of Georgia  
Premier Indoor Comfort Systems





protective coating for up to four weeks, the average time sub-floors are typically exposed during the construction process. Georgia-Pacific also offers a 100 Percent Builder Satisfaction Guarantee against delamination, edge swell and joint sanding.

[www.gp.com/build](http://www.gp.com/build)

### INDOOR AIR QUALITY

Approximately 70 percent of the interior surfaces of a typical home are covered with drywall, most commonly paper-faced drywall. DensArmor from Georgia-Pacific Gypsum is a paperless drywall alternative to traditional drywall; the paperless drywall incorporates glass mats on the surfaces instead of paper to control mold growth. [www.gp.com/build](http://www.gp.com/build)

### MOISTURE MANAGEMENT AND ENERGY EFFICIENCY

Icynene works as an insulation and air barrier to keep the building warm in the winter and cool in the summer. Its ability to control airflow



also allows for rightsizing of the mechanical system and can also save home owners on heating and cooling costs.

Icynene insulation can be sprayed into walls, ceilings, attics and floors and expands 100 times its initial volume in seconds, creating an effective air barrier. When applied to

the underside of the roof deck, walls and soffit areas, Icynene helps prevent wind-blown moisture into the attic, which helps eliminate moisture damage to the insulation and ceiling materials.

Icynene was selected to insulate The New American Home and The Renewed American Home, both of which were on display during the 2007 International Builders' Show. Icynene Inc. has invested in third-party testing of its product's performance in unvented conditioned attics and is also one of the few insulation products that meet building code requirements for this type of application (Section 806.4, 2007 IRC). [www.icynene.com](http://www.icynene.com)

These are some of the newest innovations and building technology improvements represented by EarthCraft House program sponsors at this year's International Builders' Show. For more information on these and other green building products, visit [www.earthcrafthouse.org](http://www.earthcrafthouse.org).

# RWC...

## Enough Said!

*General Liability Insurance\*  
& New Home Warranties  
Exclusively for Builders*

Call Joan McDonald  
770-967-6841 or  
800-247-1812 Ext. 2139

[www.rwcwarranty.com](http://www.rwcwarranty.com)

\*General liability insurance is administered by Lockton Risk Services and is insured by companies rated "A-Excellent" or higher by A.M. Best.



**INSURANCE**  
*Advantage*

## Building A Better Life? Let Our Construction Loans Help!

Whether it's a new home or a business expansion, one of our construction loans can turn your plans into reality.

We're a small community bank that's big on service. We make decisions locally so applications are easy and approvals are fast ... *often in as little as 24 hours.*

**Call us today.**



**HAVENTRUST BANK**

*Serving Entrepreneurs Nationwide From Atlanta*

**888.424.2265**

[www.haventrustbank.com](http://www.haventrustbank.com)

*A Preferred SBA Lender*

