

Builder Concept Home 2010

**PRESS
RELEASE**

Media Contact:

Irina Woelfle • Irina@iwprgroup.com
IWPR Group • 305.447.8848

FOR IMMEDIATE RELEASE

BUILDER CONCEPT HOME 2010: A HOME FOR THE NEW ECONOMY SHOWCASES NEW PRODUCTS AT INTERNATIONAL BUILDERS' SHOW

WASHINGTON, D.C. (January 19, 2010) — The Builder Concept Home 2010: A Home for the New Economy features a wealth of new and innovative products, all shown in application within this photo-realistic, virtual tour. People around the world will be able to join attendees of the 2010 International Builders' Show online to view these and other products, video clips, and other valuable content when the home is unveiled January 19 at www.builderconcepthome2010.com and at the Hanley Wood booth (#C2128).

The Builder Concept Home 2010: A Home for the New Economy exemplifies a dramatic shift in how homes are designed, built, maintained, lived in—and presented to the industry. The 1,771-square-foot home is a model of adaptability, sustainability, and livability for the current housing economy and its future. It is inexpensive to build, yet classically detailed. And, for the first time in national show home history, it is entirely virtual.

New and noteworthy products on the virtual tour include:

- From Rinnai: Condensing tankless water heaters use a unique condensing design that incorporates two heat exchangers for optimum heating value from every cubic foot of natural gas or propane in addition to the resource efficiencies that tankless heaters deliver. The new units, for interior or exterior applications, deliver up to 95% thermal efficiency and are Energy Star qualified. Go to rinnai.us for more information and see Rinnai at IBS 2010, booth #C3806 and #N2819.
- From The Chamberlain Group: The LiftMaster Residential Jackshaft 3800 opener with a 24-volt DC motor mounts easily on the wall next to the garage door, allowing the full use of the garage ceiling area for storage. The unit includes remote 200-watt light and is offered with the company's optional EverCharge Standby Power System to run during power outages. Go to

liftmaster.com/consumerweb/products/pfiResidentialJackshaft.htm and see The Chamberlain Group/LiftMaster at IBS 2010, booth #C3285.

- From James Hardie: James Hardie unveils The HardieZone™ System to provide fiber-cement siding with specific performance attributes relative to specific climate conditions. The system is based on the eight individual climatic variables that primarily affect long-term siding performance. Go to jameshardie.com/builder/hardiezone.shtml and see James Hardie at IBS 2010, booth #C2974.
- From Beam by Electrolux: EasyReach is a full-feature retractable electric hose with a 30-foot extended length and 13-foot stored length. The hose is kink-proof and collapse-resistant and features an ergonomic and soft-grip handle with a three-position switch. Go to beamvac.com/usa/beam_systems/acc_easy-reach-hose.aspx and see Beam by Electrolux at IBS 2010, booth #C940.
- From InSpire Roofing: New InSpire Mixes feature a variety of beautifully balanced color. These composite slate tiles are factory-mixed using expertly crafted color ratios and shipped ready for application. They are part of the upgrade option in the Builder Concept Home 2010. Go to inspireroofing.com/_architect/color_palette.php and see InSpire Roofing (part of The Tapco Group) at IBS 2010, booth #C3513.
- New from Broan-NuTone: The Solar Powered Attic Ventilator is a flush- or curb-mounted, hurricane-rated, 20-watt state-of-the-art solar panel delivering direct current to a 12" aluminum 5-blade fan with a whisper-quiet motor pitched for maximum airflow. A single unit ventilates attic spaces up to 1,600 sq. ft. This is shown in the Builder Concept Home 2010 as an upgrade. Go to broan.com/display/router.asp?ProductID=100673 and see Broan-NuTone at IBS 2010, booth #C1104.

The **BUILDER Concept Home 2010** is an efficient, well-designed, 1,771-square-foot home with 4 bedrooms and 3.5 bathrooms that adapts to the homeowners' personal economy and changing lifestyle needs. For the first time in national show home history, the house will be open exclusively as an online virtual tour using photo-realistic renderings and state-of-the-art movie software that enables a customizable experience for each visitor. The online virtual tour and a content-rich web site will launch January 19, 2010 at www.builderconcepthome2010.com, in conjunction with the opening of IBS, allowing tours anytime, anywhere, including Internet-connected kiosks at the Hanley Wood booth (#C2128).

The home includes durable, sustainable products, materials and finishes by leading industry manufacturers, including:

Foundation Sponsors: American Standard, Andersen Windows, KraftMaid, Propane Education & Research Council and Whirlpool.

Supporting Sponsors: James Hardie and Lumber Liquidators.

Performance Sponsors: Broan, Crossville, DuPont Building Innovations, Inspire Roofing, Johns Manville, Kwikset, Roseburg, Schneider Electric, Sherwin-Williams, Timber Tech, Time Warner Cable and TruStile Doors.

Alliance Sponsors: Atlantic Premium Shutters, Beam by Electrolux, Clopay, Fiberweb/Typar, Generac Power Systems, Rinnai, Schulte and The Chamberlain Group.

About Hanley Wood

[Hanley Wood, LLC](#), is the premier media and information company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home

plans. Hanley Wood Business Media (Washington, D.C.), publishes more than 30 award-winning residential and commercial construction titles, including BUILDER, REMODELING, CUSTOM HOME, and residential architect. Hanley Wood Business Media also offers the construction industry's foremost collection of Web sites, including BUILDER ONLINE, REMODELING ONLINE, and ebuild, the comprehensive online guide to building products, as well as the largest collection of house plans online through eplans.com and Dream Home Source.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

About Marianne Cusato

Marianne Cusato is well-known for her design work on the Katrina Cottages, now sold in kit form at Lowe's home centers nationwide. In 2006, her 308 s.f. Katrina Cottage won the Smithsonian Institute's Cooper-Hewitt Design Museum's "People's Design Award." In June 2006, Congress appropriated \$400 million for an alternative emergency housing program, based on the idea of the Katrina Cottage. Cusato is the author of two books: *Get Your House Right: Architectural Elements to Use and Avoid*, with Ben Pentreath, Richard Sammons and Leon Krier, foreword by HRH The Prince of Wales (January 2008, Sterling Publishing) and *The Value of Design* (February 2008, James Hardie). www.mariannecusato.com

About Mark LaLiberte

One of the nation's foremost building scientists, Mark LaLiberte has devoted two decades to educating the homebuilding industry about the benefits of constructing durable, energy-efficient and healthier homes. He co-created the program curriculum for the Energy and Environmental Building Association (EEBA) Houses That Work™ program which is based on the U.S. Department of Energy's Building America Program, served in an advisory capacity on the EPA's ENERGY STAR® Program and the Minnesota Energy Code Advancement Project. In 2002, LaLiberte received a lifetime achievement award from the EEBA for his long-standing commitment to helping the home construction industry embrace building science. LaLiberte has also served as spokesperson for the Ad Council's Energy Hog Campaign, TLC's "Home Pro" and "Home Savvy" series and the PBS "Hometime" series. He is the principal of Building Knowledge, Inc., based in Minneapolis and Denver. www.buildingknowledge.com

#