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Taking a chance on strangers

Projects land on your desk from many, sometimes surprising, sources. If lucky, you can identify the risky jobs early enough to give yourself a chance to back out. But that's not always the best move.

Two projects on opposite ends of the continent serve as real-world models of what can happen when taking a chance on strangers. One was a success from the start while the other project faced many challenges. Because it's always better to end on a high note, allow me to first tell the story of the more challenging project.

A client on the West Coast chose a prominent, successful architectural design firm to bring the client's custom home vision to life. The architect, however, did not have the opportunity to recommend a builder because the client had chosen one already. The builder was someone the client knew from within the community — you know, one of those "I know a guy" people.

Four years into the project the home had barely risen from the ground. The client let the builder go and followed architect's suggestion when hiring a replacement. Twice the initial budget and five years later (yes, nine years total), a beautiful, well-planned, 10,000-sq.ft. hilltop mansion sits wrapped around a serene outdoor living space anyone would enjoy living in.

Had the client given the architect an opportunity to recommend a builder, the experience would have been much different, most assuredly less expensive and far less lengthy.

Clear on the other side of the continent in the Northeast, another custom home project began similarly with the client choosing the architect and builder, both of whom were unaware the other had been hired. Their first introduction to each other came surprisingly on a job-site visit.

As the architect told me, he knows many colleagues who would have said, "To heck with this" and walked away from the job. This architect, Frank Ryan, AIA, of the Golden Mean Group in Connecticut, chose to trust his talent, interpersonal skills and experience and ventured into uncharted territory, just like his West Coast peer. The builder, Jeff Hallquist of Jeff Hallquist Builder in Connecticut, also chose to take a shot and see what would happen.

The result of this East Coast collaboration is the modern Victorian on the cover of this issue. Both builder and architect entered the project with uncertainty and slight trepidation. They trusted their ability to work through any challenge and came out in the end of what one of them described as a "dream project," convinced the risk was worth the reward.

It's in your nature to please clients, but more importantly it's also your duty to proceed only with your company's best interests in mind. Take the risk and you might get lucky, but be willing to accept the consequences if things go bad. Listen to the little voice in your head then follow your gut. ▀



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NAHB



National Kitchen & Bath Association



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Finding a home within AIA

Custom residential architects finally have a legitimate, meaningful place to call home within the AIA

By Luis Jauregui, AIA

Those of us who have dedicated our careers to a custom residential architectural practice have, as a group, been inclined to keep to ourselves and our own studios. Our interaction overall with our peers has been somewhat minimal. While many of us belong to various professional organizations, the participation has more likely been within allied groups such as home builders, real estate agents and interior designers rather than with architects exclusively. There really hasn't been a professional home for us.

However, with the resurgence of attention placed on the American home within the media and culturally, residential architects have been handed a call to action to unify as a cohesive professional group and exercise leadership in the industry. We need to start talking more to one another, learning from and helping each other in our practices in the same cooperative manner found within every other professional organization.

For years, even decades, many of us have steadfastly been members of the American Institute of Architects, yet felt unrecognized within our profession. But things are changing. The Custom Residential Architects Network (CRAN) is really taking a foothold within the AIA and gaining momentum nationally. Begun just five years ago at a grassroots level, CRAN has evolved out of a communal sense among custom residential architects that the AIA has been unsupportive of our needs and interests as a whole.

All of this is evolving at a quick pace. Until recently, the only Knowledge Community within AIA to tangentially include residential architects was the "Small Project Practitioners." In reality, it was a mix of small firms doing mostly small commercial projects and the occasional custom home. "Housing and Custom

Residential Knowledge Community" is the first initiative within AIA national to include the words "Custom Residential." This is a small but significant shift. It embraces CRAN as a specialty network within the community. Custom residential architects now have a home within our national organization.

Both at a national level and locally, depending on locale, AIA remains primarily focused on urban housing and ultra-contemporary design to the exclusion of broader, more mainstream residential architecture. CRAN, the Custom Residential Architects Network, seeks to expand the image of the AIA architect beyond lofty academia or corporate worlds. I think this is in response to today's marketplace. Consumers are placing greater value on well-articulated, livable design and on seeking professional services from residential practitioners. It's becoming glamorous to be a residential architect.

Those of us who design for the average American family need to get involved with national AIA as well as our local chapters. In my local Austin chapter this year, we have renamed the "Residential Architect's Roundtable" to "CRAN," reflective, I think, of our national foothold as well as a strong local forum. Participation has become much more robust among custom residential architects who previously had never participated with the local chapter. As a group, we hosted a roundtable with architects and home builders this year, and have planned a great itinerary of programs for next year, including tours of custom homes under construction; marketing/photography and websites; net-zero footprint; residential specifications; software analysis (Revit/ArchiCAD/SketchUp), and many other interesting topics pertinent to our practices.

There already are many great places within established CRAN groups as part of

the local AIA chapters. Cities such as Seattle, Cincinnati, Austin, Denver and many others are very active and meet regularly. CRAN now has a higher profile at national AIA's May convention in Florida next year.

If there is not already a CRAN initiative within your local AIA chapter, put together a proposal and present it to your local leader-



ship. Call some like-minded peers and form a grassroots chapter. You'll be among the first architects to establish this effort for your communities. And if you've resisted joining the AIA through the years for any reason, now's the time to join. Become a member and become part of the change. It will make us all better practitioners through consolidation of our knowledge and expertise. Our clients will benefit as will the future of residential architecture. ■



Luis Jauregui, AIA, has been a member of the local and national chapters of the American Institute of Architects for more than 20 years. He is an active leader within the Homebuilders Association of Austin, Texas, serving as president, and as director at the local, state and national home builders' association levels. Read past columns at rdbmagazine.com.

Patience pays off

A trying experience with one client turns into a lucrative deal with another

By Jay Grant

Consider the chronology of events I worked through with one high-powered couple for whom I recently built a luxurious \$300 per sq. ft. home. This is a true story; only the names are changed.

Sam made the initial contact with me after driving by a home I was building in his neighborhood. When he first called, he was at best a "B" prospect because he did not own a home site. But he was charming, personable and knowledgeable, having previously been through a custom design/build project. He knew exactly what he wanted in both the home location and architectural style. So, I worked with him without any agreement for more than one year. I assisted with his site-review, due diligence and then introduced him to a local architect.

When the timing was right to enter a construction agreement, Sam told me I had to work with and convince his wife, Suzy, to sign. I presented my contract and she had it reviewed by her team of lawyers. First the freshman lawyer associate and then the senior partner reviewed it. Finally, I did an in-depth, protracted, detailed negotiation on phrases and terms with Suzy, an astute businesswoman.

Fast forward; the contract is signed and funded, plans are completed, construction begins and one year later the home is completed.

Our agreement clearly stated that when the Certificate of Occupancy is issued, the final payment is due without reserve for open punch list. There was no dispute that we were owed \$18,700 on the \$2 million construction budget. Now here comes a curve ball. Suzy unilaterally decided that she would "... feel more comfortable" holding back the final payment.

"Why," I asked? She replied, via e-mail, "I am more comfortable holding it until the preclosing walkthrough is complete. Do you



want to trust me or deal with my lawyers," she asked, charmingly. I decided to play along, so I knocked out all the preclosing punch and got \$4,000. Then another list was generated. More work and another partial payment ensued. This went on for more than a year until the balance was down to \$7,000. I resisted urges to demand my money and fight the unfair treatment. In fact, I maintained somewhat of a sense of humor about it. I believed final payment would come eventually and I did not want to create an adversarial interaction, even though I had every right to do so.

Eighteen months after they moved in, Suzy wrote that she would settle the open amount, but she asked for a discount. "How much," I replied. "Split it with me and I will mail you a check," she answered. "Wouldn't \$5,000 be fairer," I asked. "Maybe. How about \$4,500" was her answer. I said OK and we wrapped it up over lunch. She gave the check to her husband and I had a nice meeting with Sam, who congratulated me on working with Suzy and getting to the finish line without fighting!

One week after the lunch, Sam called. He was at lunch with Max, one of his colleagues. He handed Max the phone. Max asked if I would be interested in helping him bid out

the 10,000-sq.-ft. home he had designed to be built on the 75-acre tract he owned. "Can we meet on Saturday morning," I asked? Max handed the phone back to Sam who said, "Jay, I told Max you are trustworthy, qualified and easy to work with. Good luck," Sam said. "Max is a good guy, and I think you will enjoy working with him." At that moment, I felt good that I had demonstrated patience and courtesy, and even flexibility, in modifying the final payment. Although the jury is still out as to whether or not Max will become a client, the fact that Sam referred him to me and I have the opportunity makes me feel vindicated that (sometimes) patience pays better than aggression. ▀



Jay Grant, president of Grant Homes, a residential design/build firm in Mendham, N.J., focuses on building luxury custom homes and renovations/additions. He is the recipient of more than

20 industry awards including best website for granthomesusa.com. Grant is available for business consulting. Send e-mail to granthomes@msn.com. Read past columns at rdbmagazine.com.

If a shark eats a pilot fish

Builders who don't use designers could be signing their own death warrant

By Joseph Dellanno

Occasionally, I imagine a perfect world in which our top creative designers partner with our amazing builders from time to time. The mirage generally appears on a building site where these two professional groups come together with their extraordinary design talents and building skills. Working together like a well-oiled machine, they collaborate with each other in both good and not-so-good economic times. Then it's time to wake up.

2009 has been a challenging year for most companies that are directly or indirectly connected to the residential construction mar-

ket. What would happen if the shark decided one day to eat the pilot fish? The shark would enjoy a convenient and tasty morsel. Good for the shark, bad for the pilot fish. The delectable treat would last for a few hours until the shark felt hungry again. What will happen to the sharks after a few weeks of food building up on their bodies? Will the sharks survive without the pilot fish? What will be the long-term effects on the ecosystem if the sharks started to disappear?

Builders and remodelers need to consider how important their professional relationships are with professional designers. Many builders and remodelers are producing

business systems working in harmony to produce a common goal. Dismantling your business systems at this point in the game will only delay the inevitable.

Today many contractors are looking for any type of work, from selling small repair jobs, siding, windows and any other type of work just to keep the lights on. Designers understand their services are not needed when it comes to small repairs, but have you asked your customers if they would like to meet your designer for any future projects? In a one-hour design consultation he or she could help your customers plant a seed for future projects. This keeps your design services and designer playing an active sales role while adding value to the small repair project. More importantly you are creating a business opportunity with your second salesperson — your designer! As a design/build team you must continue to nurture your business relationship to continue to support each other's business.

Designers design and builders build and together we are an invincible force that has no boundaries. Schedule a meeting with each other and create an agenda that outlines the business issues you would like to address. Develop a strategic marketing plan, create a simple one-page joint business plan and discuss how you can create a long-term symbiotic relationship in good times and bad. ■

ket. Some of us have felt the financial sting more than others, but we all have felt it just the same. What is more disturbing is how designers and builders have been handling the stress of securing and producing profitable projects.

A few years ago I wrote an article titled, "The Shark and the Pilot Fish." The article made a simple analogy of the working relationship between a pilot fish and a shark. The article expressed how the pilot fish helps keep the shark clean after its dinner and in turn the shark chooses not to eat the pilot fish. This relationship is very much like that of a designer helping a builder design and produce great projects.

their own designs due to the lack of work in their pipeline. We all understand and can relate to the reasons why they are choosing to keep design in-house, but consider this: As a design/builders has it occurred to you that you may have eaten your pilot fish? Are your customers noticing a difference when communicating and presenting design ideas? Do you have the same design vision like your designer? How long did it take to find the right designer for your company and for your clients?

In these uncertain times the phrase "united we stand divide we fall" echoes loudly. Design/build is a process built on integrated



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The future is green

The green building market is growing, and you'd better have a plan to capitalize on it or be left in the dust

By John D. Wagner

This past year, I have traveled tens of thousands of miles across the United States and internationally to speak to contractors and designers about green building, and here's what I've learned. First, I know it's hard to keep your eye on future opportunity when you're worried about laying off employees or even family. But if you look at any historical study, companies that tough it out and focus on preparing for better times — even when they are at the bottom of the business cycle — are far better positioned when an uptick begins.

Whether you look at the breakfast cereal battles during the Great Depression — when Post cereal was forever buried for pulling back on its marketing while Kellogg's expanded — or what Apple and Disney are doing today putting \$1 million per store into creating innovative retail environments that will come online in 2010 (just in time, no?), it's the companies that find time to focus on opportunity that emerge and thrive.

What part of the bright future should you focus on? I believe it's green building. Indeed, it is the only sector of the building economy that has grown or held its own in this Great Recession. And according to McGraw Hill Construction, green building will grow during the next five years despite negative market conditions to become a \$96- to \$140 billion market. By 2013, McGraw Hill projects the residential green building market to be 12 to 20 percent of new construction starts by value. This would equate to \$40- to \$70 billion.

What's driving green?

The driving force behind green is twofold. Part one is consumer demand; 90 percent of Americans agree there are "important green issues and problems," according to the NAHB. How do consumers express those



concerns when shopping? They buy green products that make them part of the green solution. And who should they buy from? Well, the same NAHB study showed that 82 percent of Americans believe it is "important for companies to implement environmentally friendly practices." If you have done that and trained yourself to be knowledgeable about green, you've put yourself in the path of money, money that has been flowing in markets both good and bad.

Part two is comprised of codes and regulations. There has been a proliferation of green building codes and energy efficiency requirements nationwide, and this has been expressed at the national, state and local levels. The American Institute of Architects recently reported that 92 cities with populations greater than 50,000 have established green building programs, up from 22 just four years earlier, which is a 318 percent

increase. Whether or not you agree with this trend is not important. What matters is how well-educated and trained you are to sell in the markets where green building products are being required by code.

Does green cost more?

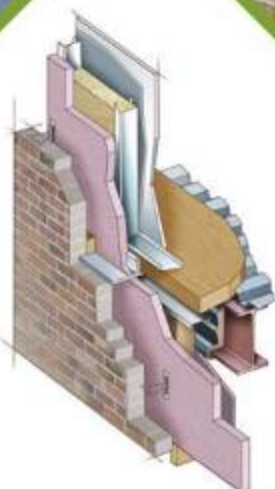
Another matter has emerged in the press recently in the form of a study showing consumers don't want to pay much more to go green. Surveys are skewed by how a question is asked, so let me take an extreme approach here. Let's say consumers want to pay nothing more to go green. Can they still be your customers? Yes. With the growth of green products on the market, there are now green, third-party labeled adhesives, caulks, sealants, finishes, carpets and lumber products that are environmental indeed, yet they are selling at or very near commodity prices. The availability of these products is consistent with a point I make in all my presentations: Green products are not necessarily exotic species. Indeed, they are less-toxic versions of traditional building products. Moreover, green building is as much about practices, product life-cycle and quality as it is about fumes and recyclability. So don't let studies that proclaim "we won't pay more" discourage you from taking advantage of this green market. It will only grow, and designers and builders without a green strategy will be left behind. ■



John D. Wagner is an award-winning author of many books and articles about construction, and a frequent contributor to the industry's leading trade magazines. A sought-after speaker for industry events, he

can be contacted at JohnDWagner.com. Read past columns at rdbmagazine.com.

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East Coast collaboration

Architect, builder and clients work in true team fashion to create this modern Connecticut Victorian

By Rob Heselbarth, editor

Not all tear-down projects begin as tear-downs. Take for example the creation of this home in Milford, Conn., which began with intentions of retaining a sensible amount of the existing home's charm and structure. As the clients, architect and builder began planning the renovation, many of their conversations ended with comments such as, "You might as well build a new wall."

"Let's give ourselves credit. Our intent was to reuse materials and make the home better because we're all responsible and no one

wanted to throw something aside for the sake of building new," says Frank Ryan Jr., AIA, managing principal, The Golden Mean Group in Westport, Conn. "Over the course of the design process, we wanted to modify the shell of the buildings and move some walls around. Ultimately we decided to tear it down and create something that harkens back to the original building."

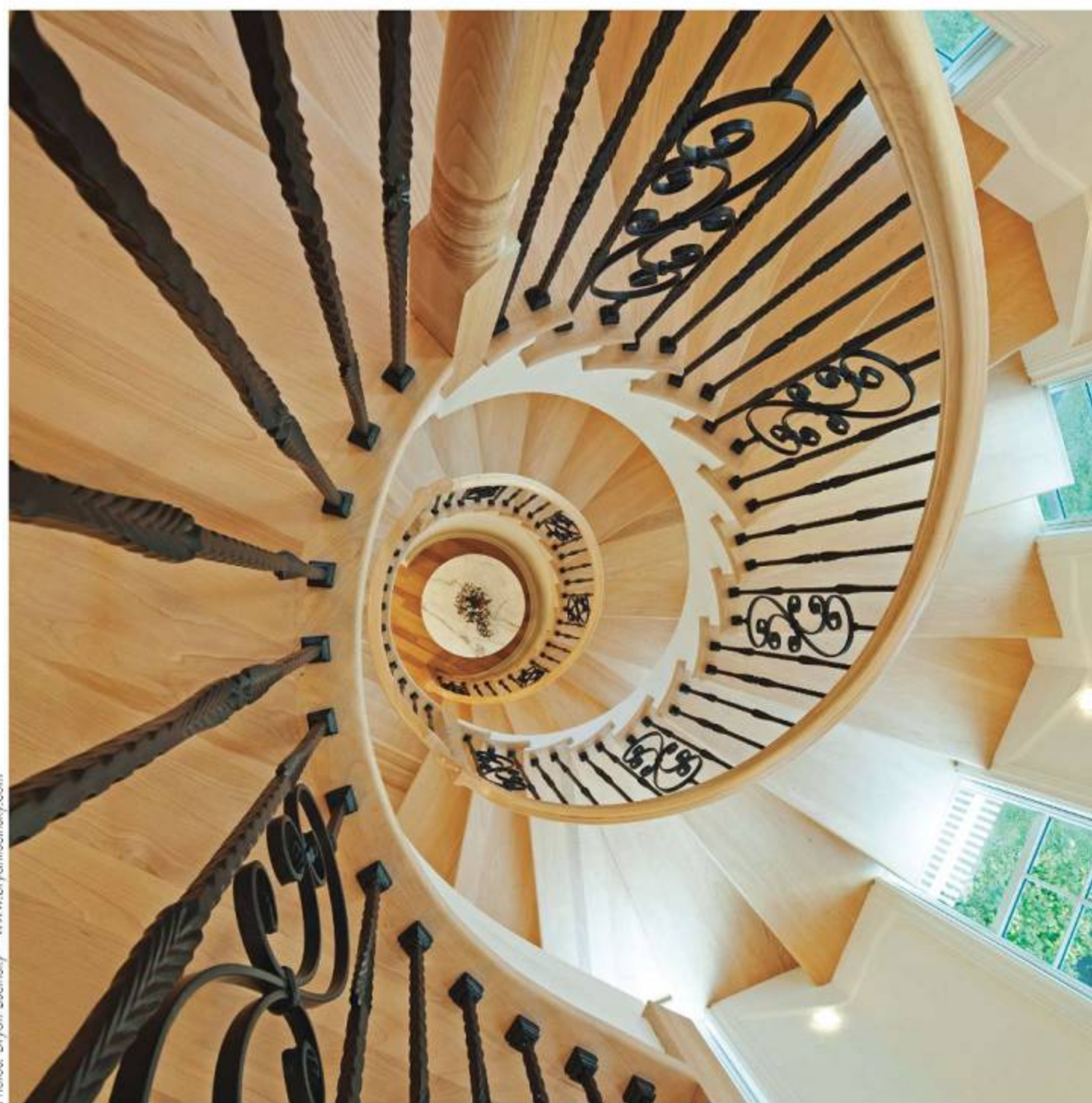
The modern take on a Victorian reflects traditional styling such as gables, turrets and big porches. Effort was made to avoid "...slapping things on a building because some-

one thinks it should go there," Ryan says. "As complex as the front façade is, it is calculated in terms of the relationship between forms and the overall composition, and to other forms both vertically and horizontally. We spent plenty of time on the front and rear façades to ensure they present themselves in an aesthetically logical fashion."

Outdoor spaces on each level provide views of the ocean, including a widow's walk on the roof. Ryan has designed many rooftop accommodations for people to look out at the sea. "It's an important part of what people do on the Connecticut coast. On this house we have a chimney which created another design moment. We sculpted the upper extremity of the chimney to give it some anthropomorphic qualities," Ryan says.

Providing access to the widow's walk was a challenge, says Jeff Hallquist, owner, Jeff Hallquist Builder in Monroe, Conn. "There was quite some work involved with getting access up there. From the house to the attic, we had to make it weather-tight. We came up with a stainless steel hatch that opens like a coffin and has an R10 value [top photo pg. 12]. There's a double-insulated gasket around an R15 lid. Telescopic stairs come out of that opening," Hallquist says.

Another outdoor element is the deck that extends from the yoga room on the second floor. Two 6-ft. sliders open the 14- by 20-ft. yoga room to the outdoors. With so many elements on the front exterior, it was critical



Photos: Bryan Uscinsky — www.bryanuscinsky.com

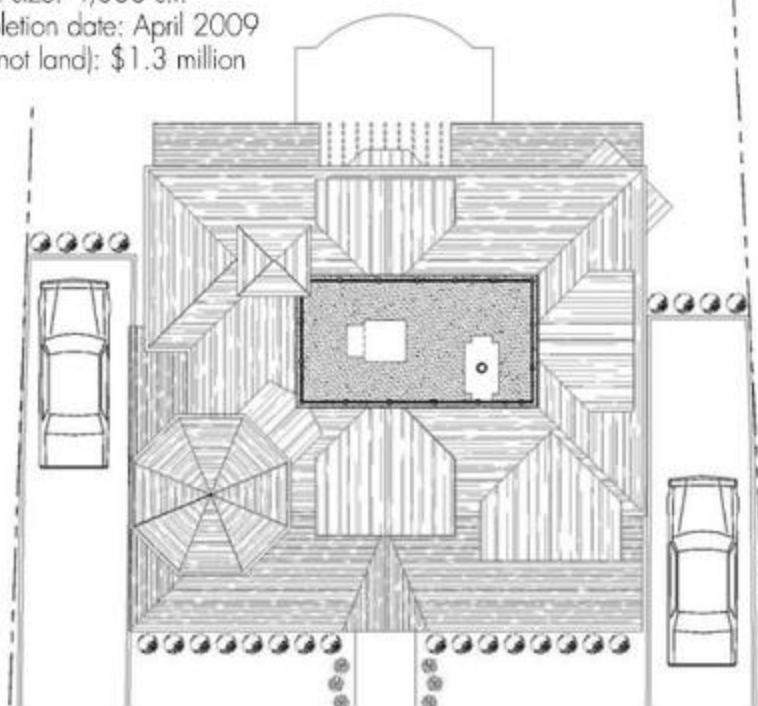
After much discussion about its location, the spiral staircase is positioned within the home's turret. Framed by 28-ft. engineered timbers, the staircase was prefabricated off-site and assembled post-framing.



Careful planning ensures cabinetry and trim match nicely, and everything fits in its place.

PROJECT STATS

Project location: Milford, Conn.
Project size: 4,000 s.f.
Completion date: April 2009
Cost (not land): \$1.3 million



JEFF HALLQUIST BUILDER

Monroe, Conn.
jeffhallquist.com

COMPANY STATS

Full-time employees: 2
Annual revenue: \$1.75 million
Residential work: 100 percent
Single-family work: 100 percent
New construction: 75 percent
Homes built annually: 1 to 3

THE GOLDEN MEAN GROUP

Westport, Conn.
golden-mean.com

COMPANY STATS

Full-time employees: 4
Annual revenue: \$450,000
Residential work: 60 percent
Single-family work: 95 percent
New construction: 60 percent
Design/Build work: 50 percent
Homes designed annually: 5 to 8

EXTERIOR

Roofing, siding: CertainTeed
Windows: Andersen
Locksets/hardware: Emtek
Engineered wood: Boise Cascade
Framing: Weyerhaeuser
Anchors: Simpson Strong Tie
Trim: Azek
Paint/Stain: Benjamin Moore
Ornaments: Weather Vanes of Maine

INTERIOR

Doors: TruStile
Fireplace: Mendota
Flooring: Beech hardwood by Green River

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OUTDOOR LIVING

Decking: Fiberon
Pavers: Teco Block
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to keep it all maintenance-free per the owners' wishes. The only natural material on the front of the house is the mahogany door, Hallquist says.

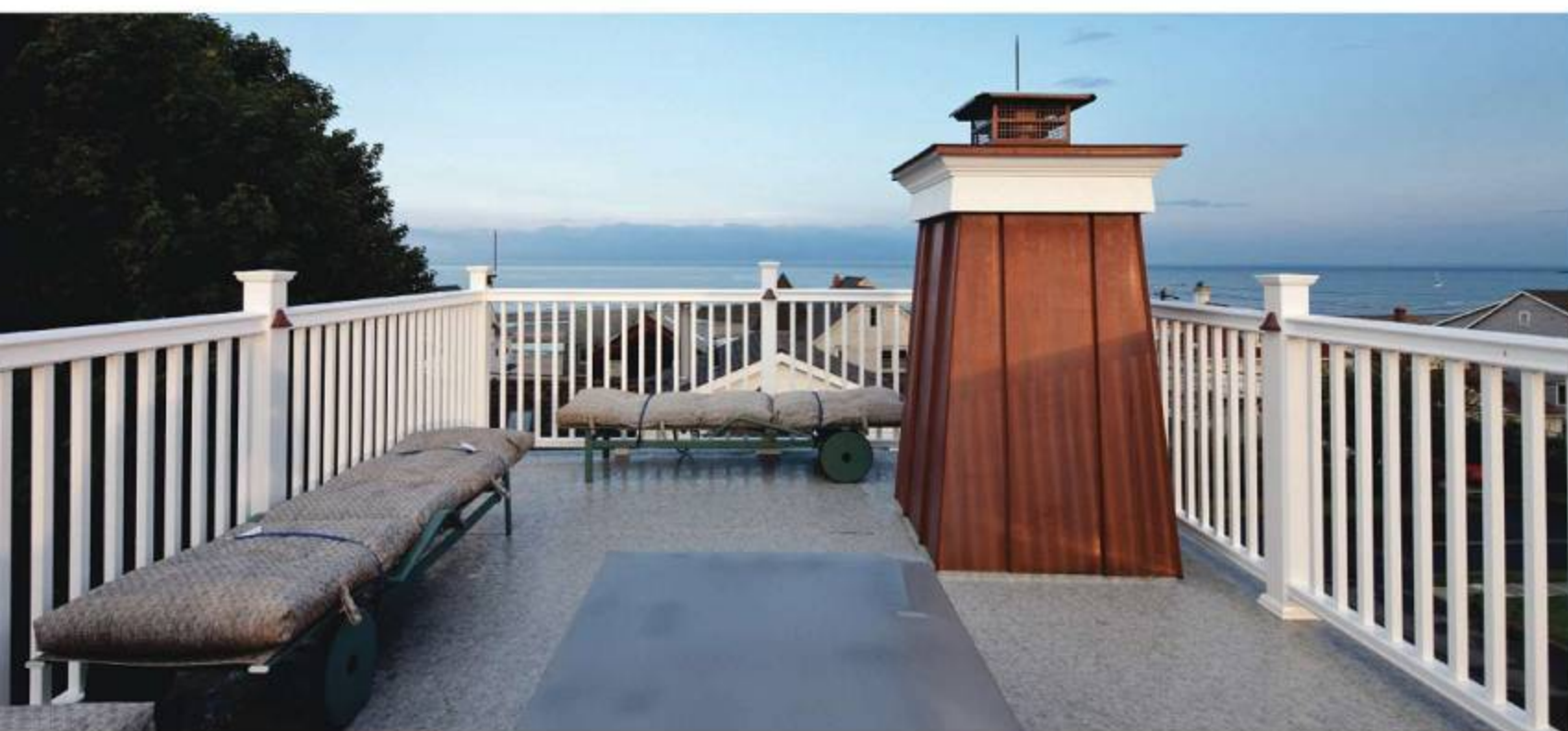
A striking part of the front exterior is the turret which appears to end prematurely with

a flat top. "The reason the turret top is flat is we were reaching the maximum height limit," Hallquist explains. "We used that weather vane on top as a spire to help complete the lines of the turret. That spire is 6-ft. 2-in. tall and is solid copper."

The turret is framed with 28-ft. engineered timbers that enclose a spiral staircase which extends from the basement to the top floor. Once the floors were completed a template was made and the stringer was fabricated along with the treads and risers, Hallquist explains. Everything was assembled on-site.

The staircase is a design element that moves within the volume of the turret, Ryan says. "As the stairs move past each window, you can see your advancement as you go floor to floor. One inclination was to stick the staircase in the corner or the side of the house, and every time we did that it asked for more attention. At the end we married the turret with the stairway which gave it a lot of attention and a good result," Ryan says.

Access to the widow's walk is gained through the steel enclosure seen here which opens coffin-style. The chimney enclosure is made of copper and enhances the view from atop the house.



Planning for the future, a recessed pit will accommodate an elevator with access to each floor of the home. Electrical for the elevator is already in place.

Codes rule

The 500-lb. gorilla in the drawing room was the tight building site, and strict planning and zoning requirements which imposed themselves on the design. The home is built within an inch or two of the property line. "It's not a big building but it had to include what the clients wanted, so we had to be creative how we arrayed our program spaces from the first through third floor, always remaining conscious of where we were on-site," Ryan says.

The house is third from the shore of Long Island Sound in a DP-50 wind zone. Structural engineer Dave Seymour was hired to ensure code compliance. Impact-resistant windows guarantee the owners won't wake up in a bed

that has moved during the night due to wind filtering through leaky windows; something they experienced in the home they rented during construction.

To make sure the home stays put, too, 20 rods are drilled into the foundation and epoxied in place, then bolted through studs to hold the house down, Hallquist explains. Plenty of other structural products and materials keep this home within code compliance.

A usable basement was on the owners' wish list, but with a floor just five feet above sea level, "inverted swimming pool" construction delivers the goods, Hallquist says. A heavy slab was poured to resist the water column and any possible storm surge. "The clients weighed their costs and what they were getting and decided to do it because without those added costs for a livable basement they couldn't use it the way they wanted to," Hallquist says.

Collaborative success

"This truly was design/build," Hallquist says. "I work with architects and am a hands-on builder. I look at the plans and am not afraid to step on anyone's toes. But this wasn't a concern in this case because Frank [Ryan] is human and knows he can do it wrong sometimes, as can I. The client is an artist so she respects our craft. This was a collaborative effort, and could not have been successful any other way."

"This is one of those magical projects where we're all of the same mind and same goal," Ryan says. "I wouldn't have much work if I was purely dogmatic about design. My belief is that design is a process and I'm the leader, but I have to rely on the owner and builder to get to the end."

When Ryan and Hallquist met the clients on-site for the first time, it also was the first time the two had met each other. Neither knew the other had been hired, creating a situation unfamiliar to both. "I'm used to recommending a builder," Ryan says. "But as an architect I must be prepared to deal with this because I know nothing goes according to plan. I also know a lot of architects who would have said 'To heck with this. I want to choose the contractor.' This wasn't the case here. If you're good you take what's given and work with it."



The light and airy décor continues into a secondary bathroom.

The classic design and construction process is morphing every day, Ryan notes. "Architects are confronted with different ways of doing things, from different viewpoints. The good ones say, 'Ah ha. Let's see what happens if we do this, and accommodate this,' rather than saying, 'I don't want to do it,' and walking away."

"It's rare when you find a confluence of client, builder and architect who can work as a team while pursuing a common vision and realize it in the end," Ryan says. "I can count on two hands the projects that have been as successful as this one. I think the future of architecture involves architects reclaiming the master builder title. To do this they must become builders again. If architects approach design with a more collaborative outlook, we will end up with success." ■



Moulding and trim are consistent throughout the interior of the home. The generally white interior creates the light and airy feel requested by the owner, and creates beautiful contrasts with dark and colorful elements like the door and rug seen here.

Tapping new markets

The launch of a home-plan business fulfills the average homeowner's desire for a well-designed home

By Rob Heselbarth, editor

Faced with a slumping housing market and potential staff layoffs, three colleagues at an established custom residential architectural firm decided the logical decision was to launch a new business in the same struggling market. On the surface it might sound like a risky move, but they have a plan.

Stephen Herlong, AIA, Layne Nelson and Jim Henshaw, AIA, launched Flatfish Island Designs in Isle of Palms, S.C., in April this year to tap into the desire most American homeowners have for quality architectural design, even though they might not have the money to design a custom home.

"People see our custom homes in maga-

zines and they call us and ask if they can buy a copy of the plans, but the answer is always 'No,'" Herlong says. "As a custom design for a particular client, those plans are not for resale and never will be. We've never had anything to offer those people. We've struggled with the idea of providing services to those looking for good design. As the



Seen here is an example of a home plan to be sold by Flatfish Island Designs.

downturn came, we believed it was a great time to make sure our staff had some work to do so we wouldn't have to lay people off."

As the demand grows for good design, Herlong believes architects need to be more involved in home building. "We're trying to provide a well-designed product. That to me is how to influence the home building industry — make good design more accessible," he adds.

For those who might think selling house plans compromises the integrity of their custom design business, Herlong & Associates, Nelson says, "We're staying busy and providing good design to people who need it. It's hard to think of that as selling out. We believe it's OK for everyone to experience good design."

All three agree the two businesses must remain separate. Flatfish Island Designs has no public connection to the custom residential design business.

Herlong & Associates. How do we explain to our custom clients they're getting something different than what the Flatfish clients come to us for?" Nelson explains.

Flatfish is creating plans that are livable but not customized. The primary service customers receive from Flatfish is design experience.

"We have a lot of concerns that we've thought about for years, and those are how we as a custom high-end residential firm turn around and sell house plans online and not water down the branding we've created with

The answer is to keep the two businesses separate, Herlong says. The custom business involves a full range of services including a careful analysis of a client's program, interior architecture and design, selecting a builder, construction administration services, design and more. "Flatfish is a company that sells designs. It's for a buyer looking for a plan who's not looking for an architect," he says.

Branding differentiation

Flatfish Island Designs will not be designing custom homes for anyone, period, Nelson emphasizes. "We'll simply be taking our design experience and applying it to how people live, and including design features that are long-lasting. We're putting plans together that are livable but not customized to the person purchasing them. The primary service the home plan purchaser will be getting from Flatfish is the experience we have," she adds.

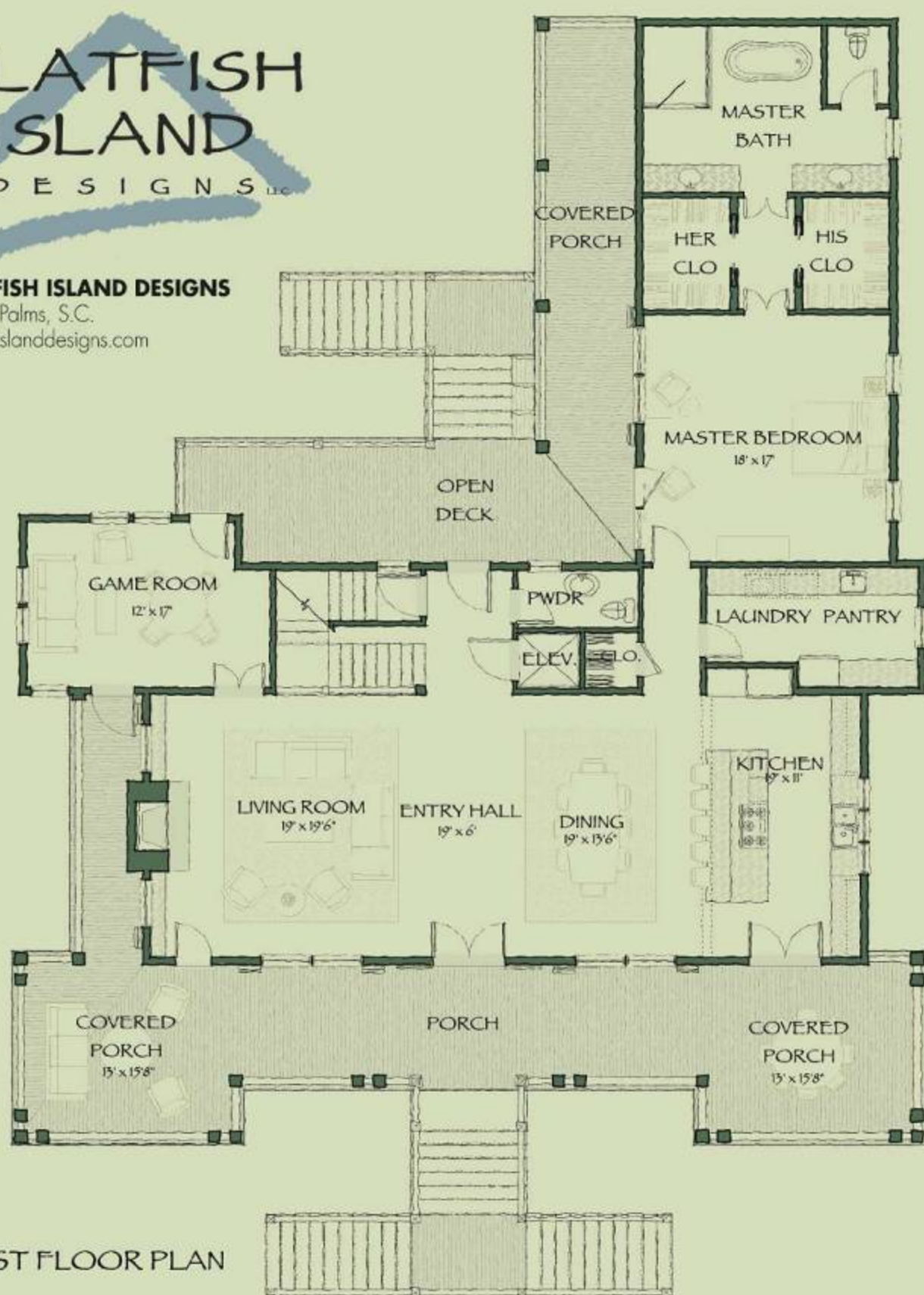
Flatfish designs also will be aimed at builders searching for plans. "They're still out there competing with other builders, and these plans are going to set them apart," Nelson says.

Once Flatfish plans are sold, purchasers can do what they want to them, Herlong says. "Their designer or architect can make changes, or they can buy the full set of documents and get a builder involved and make any changes they want to make. But they'll find the minute they start making changes other than interior wall adjustments, the time involved to customize it will limit what they'll want to do."

Custom or semicustom builders might be interested in Flatfish Island Designs because they don't provide average home plans. Some plans have been designed for waterfront

**FLATFISH
ISLAND
DESIGNS** LLC

FLATFISH ISLAND DESIGNS
Isle of Palms, S.C.
flatfishislanddesigns.com



Founders of Flatfish Island Designs

STEPHEN HERLONG, AIA



LAYNE NELSON



JIM HENSHAW, AIA



views; others are for coastal applications. All of them are view-oriented plans.

"As you look at the samples we developed [pgs. 14-15], you'll see a certain quality, character or design sensibility they have," Herlong says. "The homes are nicely proportioned and feature simple yet appropriate detailing. And, when you look at the floor plans and space planning, you'll notice the homes comfortably address the street but the opposite side is open to the view."

Great house plans won't sell if they're priced inappropriately, so the Flatfish partners did their homework, Henshaw says. "The prices of these plans are competitive with what's out there. And we know that many people will find their plan is not exactly suited to their site or preferences and they'll want to change a few things. In the calls we've taken thus far, we get the feeling this will be a major part of the business — revising these plans for clients. The result will

be a hybrid of a stock plan and what we do on the Herlong side; great design at a relatively low cost."

Flatfish was launched April 1, 2009. "We recognize that there is an extended period of time that it takes a homeowner to review their options and make a decision on which home they want to build. Based on website traffic and the phone calls we've received thus far, we're in good shape," Henshaw says.

Surprise benefits

An unexpected benefit of creating designs for the Flatfish business is the enjoyment the architects get from designing smaller homes. "We spend a lot of our own time designing on evenings and weekends. I enjoy doing it. We get to do pure design work, and create a client in our minds and design for them. It goes fairly quickly because we're designing and not stuck in meetings," Herlong says.

Staff members with downtime can spend it coming up with ideas for new plans. "It really is stress relief to sit down and come up with an idea for a home and just be able to spend as much time on it as you want without going to meetings, and just designing," he adds. "The company's mission has always been to get the word out that good design is accessible and affordable. In the new economy, Flatfish offers homebuilders this option." ■



Shown here is an example of a custom home designed by Herlong & Associates, the company from which Flatfish Island Designs was created.

Design tips for home spas

Square footage of home spa space is tied to what type of therapy will take place in it

By Les Petrie, CMKBD

As preferences differ from personality to personality, client expectations will also differ for their at-home spa. Some will be satisfied with a deep soaking tub and aroma candles, while others will desire the master shower experience with body sprays and a large rain showerhead as their therapy. Still a great many more will seek to capture all of the delightful body- and spirit-soothing therapies they enjoy when visiting their favorite professional spa and masseuse.

Your job is to know and understand the various spa products designed to pamper, calm, soothe and relax the body and mind so you can plan properly. Most Asian spas and many continental day spas incorporate yoga-style relaxation techniques and whole-body massage. Therefore, an area for relaxation and meditation should be planned into a spa space for clients who enjoy this.

My daughter-in-law, a licensed massage therapist, contends that the height of body revitalization is an 80-minute Swedish massage administered by the practiced hands of a professional masseuse. Such pampering is possible in a home spa without significant expense when planned for properly.

Your client's expectations will determine the space required for their oasis retreat. The height of pampering will include space for a massage table as well as space to store oils, candles, stones, towels and robes. A minimum of 80 sq. ft. will suffice for one table plus associated storage. Eighty square feet might seem small but keep in mind, however, the massage experience does not rely upon space but rather atmosphere; a quiet, dimly lit area that provides the masseuse access to all sides of the table and easy reach to oils and lotions.

Space is an important factor when planning for a spa area; therefore, the initial client

survey must be thorough. I recommend the National Kitchen & Bath Association client survey as an excellent start. You can modify it for your particular practice and use it as a guide during the design phase.

The massage area must include specific cabinetry that provides accessibility to all

oils and they will appreciate this convenient accommodation.

A small cleanup sink is necessary for the masseuse to start and end the therapy session. Do not relegate cleanup to a lavatory sink in the bathroom. A stainless steel sink of 15 by 18 in. is the minimum size for this purpose.

Photo: Harvey Smith



This home spa space by Phil Kean Designs in Winter Park, Fla., features enough space for a massage table and a cabinet in which to store oils, towels, robes and other accessories for a complete home spa. It's important to know which therapies will take place within a home spa before determining the size of it.

necessary therapy products. Cabinetry should be counter height and either 18 or 21 in. deep. Open wall shelves will provide easy access to lotions, oils, aroma and nonscented candles and other products that also make an attractive display. Most professional therapists who provide home services travel with their own table, lotions and

As you research products for the ultimate spa, allow space for a stackable washer and dryer. It should be handy to or within the master suite.

Small appliances to both chill and warm therapy stones as well as towels and robes are a must. A warming drawer rated for damp locations will be well-suited to this space. A

second warming drawer in the master bathroom likewise will be appreciated.

A small refrigerator will provide for juice and water and also can chill stones for cold therapy. Essential oils, preferred by some therapists, should also be chilled. We usually relate cold beverages to a spa experience;

however, warm aromatic tea and flavored coffees may be your client's choice. Provide a place to brew tea and to make coffee.

Soothing music is appropriate during spa treatments, so be sure to include an audio device of some type, or the ability to pipe it in from somewhere else.

The HVAC and lighting systems also are important considerations. The temperature should be maintained at a comfortable 80 to 82 F, and a heated tile floor would be a good idea as well. If the massage room is separate from the tub and shower room, the heated floor should span the entire spa suite. Lighting should be dimmable with the ability to interject color as a mood soother.

Determining the amount of space needed to accommodate your client's requests will require experience and knowledge of the therapies to be provided within it. Obviously the area required for a two-person shower, deep soaking tub, sauna, dual massage tables and the accessories that pertain to storing these items is significant. When confronted with a spare-no-expense, we-want-it-all request, 400 sq. ft. would be the minimum. Even more space would be required if in addition to these amenities a plunge pool and exercise room were included.

Designing a home spa will be a rewarding experience when these few easily grasped concepts are mastered. As you come to appreciate the difference between a luxury shower with a jetted tub in the bathroom and a properly equipped home spa, you will be ready to take on the ultimate home pampering design challenge.

This isn't an exhaustive treatise on spa products. Many additional therapies and items to pamper and soothe the body and spirit are available. You might find the following websites of interest: massageproducts.com, massagenaturals.com and rubrocks.com. ■



Les Petrie, CMKBD, purchased Mother Hubbard's Custom Cabinetry in Mechanicsburg, Pa., in 1986. After earning CKD and CBD credentials, Petrie was one of the NKBA's first

50 CMKBDs. Petrie has held nearly every officer position at both the chapter and national level of the NKBA, including national president in 2003. He writes for local and national magazines. Petrie also practices as an independent design consultant on the Outer Banks of North Carolina and serves as an instructor of NKBA courses throughout North America.

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For more info circle #103

SalonCenter from **Armstrong Cabinets** is a self-contained pullout system that allows for organization of hair dryers, curling irons and other vanity items for the home spa. It includes a make-up area with vanity stool and pullouts that provide abundant storage. For more info circle #104



The aromatherapy towel warmer by **Mr. Steam** releases scents that may help with relaxation, reduce anxiety and invigorate the body. From the 200 Series Collection, it is available in three designer finishes including polished chrome, satin nickel and oil-rubbed bronze. For more info circle #107



Duravit's PuraVida collection by Phoenix Design makes minimalism approachable by giving it a delicate, feminine touch. The collection's soft, elegant curves are designed to create a smooth aesthetic that invites touch with a high-gloss finish. For more info circle #108



Wellborn Cabinet's Pullout Towel Bar puts hand towels at your fingertips in your home spa. Three chrome towel bars are mounted on full-extension slides to make this accessory a convenient and discreet place to hang your hand or finger towels. For more info circle #105



Hansgrohe's PuraVida single-hole faucet is designed to command attention and invite touch. Seamless operation complements its sculptural appearance while a pure jet of water is released to convey clarity and an overall sense of grace and tranquility. For more info circle #106

Robern's mirrored M Series cabinet with cold storage can extend the life of high-end cosmetics, maintain the quality of health and wellness products, or keep beverages chilled and handy in the home spa. Half the cabinet is dedicated to cold-storage. For more info circle #109



ThermaSol's Virtual Spa Attendant comes with the Serenity light and music system to deliver a steam shower experience free of programming controls, punching in temperatures and anything else requiring even a fraction of physical work. It responds to voice commands. For more info circle #110

Perlick's 15-in. Signature Series refrigerator can fit into many applications including luxury bathrooms and spas. These compact units can chill towels for after a steam session, bottles of water, or champagne and facial lotions to keep them fresh. For more info circle #111



Thermique Towel Warmers warm towels over a glass surface that radiates warmth. A touch-button controller turns it on, and the heating element automatically switches off after two hours. The glass design complements contemporary home design. For more info circle #113

HOME SPA RESOURCES

Diamond Spas
For more information circle #114
Dimension One Spas
For more information circle #115
Lasco Bathware
For more information circle #116
Wausana
For more information circle #117



Jacuzzi Luxury Bath's air tubs feature Pure Air technology which pushes heated air evenly into the bath, creating warm, effervescent bubbles and uniform, thorough heat. For more info circle #112

residential design & build TOP 100 products 2009

Welcome to the *Residential Design & Build* 2009 Top 100 Products section. Throughout the past 12 months, readers have requested information about the products we publish. In the following pages, we rank the products that generated the most interest.

To learn more about any of these 2009 Top 100 Products, use the Reader Service Card inside this issue and circle the number you see below each product description. More information also can be requested online through the e-inquiry system on rdbmagazine.com.



1 **PLP Solar** provides turnkey photovoltaic systems, mounting hardware and renewable products. The PowerFab hardware product line includes the Power Tube CRS, Power Rail, Top-of-Pole, Side-of-Pole, large ground-mount systems and enclosures. For more info circle #1

3 **Stiebel Eltron**

manufacturers components and thermal solar systems for domestic hot water, consisting of a well-insulated storage tank with heat exchanger and flat plate collector panel. It offers solar domestic hot water for commercial and residential applications, including space heating and swimming pools. For more info circle #3



5 The EnergyTile from **BP Solar** is a roof-integrated solar electric system that emulates the shape of common flat concrete tile roofs. It is designed for easy installation using standard construction techniques. For more info circle #5

4 **Fafco Solar Water Heating** is a lightweight, all-polymer solar hot water system designed to reduce heating bills by up to 50 percent and save significant energy. It's available to builders, remodelers and contractors. For more info circle #4



6 **Drexel Metals** offers DrexelSolar, a solar power harvesting system utilizing ultra-thin, amorphous silicon photovoltaic laminate that is integrated with the metal roof system. The building-integrated photovoltaic system is lightweight and relatively easy to install. For more info circle #6



2 **groSolar** offers turnkey solar energy solutions for electricity, hot water and air heating. The systems are pre-engineered. For more info circle #2



7 Sharp Solar Energy Solutions Group offers its OnEnergy solar system, which uses UL-listed integrated grounding designed to make system installation simpler and cost-effective. It features rail-by-rail integrated grounding, eliminating the need for connecting a ground wire from module to module throughout the entire array. For more info circle #7



8 Heat Transfer introduces a second line of solar water heaters ideal for all solar thermal applications, the SuperStor Solar. It will store hot water from one or more solar collectors while also providing either electric or boiler backup for when the available solar power cannot meet hot-water demand. For more info circle #8

9 EnerWorks introduces its Thermal Energy Controller designed to bring a new level of functionality to solar water heating. The controller is integrated into the Energy Pack mounted on a solar hot water storage tank as part of the company's residential solar water heating appliance. For more info circle #9



10 Caleffi North America's solar water heating systems use the sun's power to provide hot water for a home. It can be used as a home's main hot water system or as a supplement and can save up to 60 percent in water heating costs. The system arrives on site on one pallet with everything needed for installation. For more info circle #10



11 LiteSteel Beam from LiteSteel Technologies is a structural beam with the strength of steel but with workability and ease of installation associated



with wood products. LSB is on average 40 percent lighter than hot rolled steel and engineered wood beams of equivalent performance. The innovative, patented cold forming process gives LSB a unique profile with the torsional rigidity normally expected from hot rolled steel. For more info circle #11

12 Vaillant solar flat plate collectors absorb sunlight and efficiently convert the radiation into hot water. The solar collectors work with existing water heaters to allow customers to have hot water, day and night. A screw-free frame presents a clean and polished aesthetic, and fewer connectors reduce possible energy loss. For more info circle #12



13 FusionSolar by Custom-Bilt Metals is a turnkey rooftop solar power system integrated into a standing-seam roof. All components, detailed schematics and specifications for wiring that an electrical subcontractor needs for installation are included. No solar installer is required, so sheet metal and roofing professionals are able to install the standing seam roof as they would a standard metal roof. For more info circle #13



14 SolarWorld provides complete solar electric systems under the brand name Sunkits for any kind of sloped roof. The mounting kit consists of modules, an inverter that has been specifically chosen for the selected module type, and the mounting components. Each Sunkit is individually assembled to meet the customer's specific requirements. For more info circle #14



15 Thermosoft offers radiant heat flooring systems that are designed to be simple to install. Standard-sized mats are easily manipulated on-site to fit any floor. The flooring systems can save up to 40 percent on energy costs using the company's Energy Star programmable floor thermostat. For more info circle #15

16 The Solar Star Conversion Kit from SolaTube is designed to boost the performance of existing passive attic vents and transform noisy- and energy-consuming vents into quiet and highly efficient solar-powered rooftop ventilators. The attic fan and Conversion Kit are designed with a leak-proof and high-impact-resistant design. For more info circle #16



17 The WhisperWarm ventilation fans from **Panasonic Home and Environment** is offered in two models, both of which can heat and help improve indoor air quality. The FV-11VHL2 model is available with a light and night light feature, and is available without lights. For more info circle #17



18 **Generac Power Systems** introduces a new line of Guardian automatic standby power generators. The new air-cooled line comes in five models with ratings of 8, 10, 14, 17 and 20 kW. Fueled by natural or propane gas, the line has 24 new features for easier installation and improved performance. For more info circle #18



19 **Noritz America** introduces its N-0841MC hybrid condensing unit that yields 93 percent energy efficiency versus 60 percent from a tank water heater. It integrates two heat exchangers that are fused into one, with the primary heat exchanger comprised of copper and the secondary of stainless steel. For more info circle #19



20 The Hot Dawg garage heater from **Modine** is available in both natural gas and propane. The heaters come in a variety of sizes from 30,000 Btu/hour for smaller garages, up to 125,000 Btu/hour for large garages.

For more info circle #20



21 **Nnovator** presents its DomusLift Collection of customized luxury elevators designed to exceed the requirements of vertical transportation in both private and public environments. It is designed to remove archi-

tectural barriers creating an elevator which requires only a small place to be easily and quickly installed with a reduced or no pit and reduced overhead. For more info circle #21

22 **WarmlyYours** introduces its HeatTrak portable snow melting products. The product's mats are plug-in and designed to be left out for the entire



winter season. They are available in 17 sizes in both 120v and 240v, with widths of 2, 3, and 4 ft. and lengths up to 20 ft. For more info circle #22

23 **Simpson Strong-Tie** introduces Strong Frame moment frame. It is available in a variety of sizes up to 19 ft. tall and 16 ft. wide, and is predesigned and manufactured. For more info circle #23



24 The new on-demand water heater from **Quietside Corp.** is available in four capacities ranging from 99,000 to 199,000 Btu/h.



S-Line heat exchangers allow the unit to reach efficiency levels of more than 90 percent, qualifying it for the 30 percent federal tax rebate. For more info circle #24



25 **Continental Fan's** AeroFan is engineered to provide superior ventilation and efficient performance. It is available in lighted and non-lighted versions, and has a variety of optional grill design upgrades. For more info circle #25



26 The X-Fires gas fireplace from **Lennox Hearth Products** features granite and limestone surrounds. It provides 99 percent efficient, vent-free technology for homes or commercial spaces where a fireplace was previously not an option. It uses catalytic converter technology which cleans the hot air as it leaves the combustion chamber while no chimney or venting is required. For more info circle #26



27 Rehau's Raupanel radiant heating systems utilizes engineered aluminum panels, wood return bends and Raupex $\frac{3}{8}$ in. cross-linked polyethylene pipe. A low $\frac{5}{8}$ in. profile and lighter weight make installation easy in walls, ceilings and floors. For more info circle #27



28 Viega's Climate Panel System can be installed over wood subfloor or concrete and under any type of floor covering. The system is made of aluminum-backed plywood with specially designed grooves for the company's Barrier tubing. For more info circle #28

29 The new Down Light LED Module from enLux Lighting is designed for residential and commercial recessed fixtures, for new home construction or replacement in existing recessed cans. Fitting most



5- or 6-in. recessed housings without modification, the module is easy to install and its flush-mounted ceiling trim is available in standard and custom colors. For more info circle #29

30 European Home is pleased to offer the DV Series factory-built contemporary direct-vent gas fireplace. Direct-Vent fireplaces have tight-fitting glass in front of the fire which offers installation options into bedrooms, bathrooms and basements where B Vent units are not a good fit. For more info circle #30



31 New Square D brand combination service entrance devices from Schneider Electric provide homebuilders the flexibility to offer a solar-ready home. The devices are suitable for use with a utility interactive inverter by featuring space for a back-fed inverter circuit breaker. For more info circle #31



32 Skylights from Solar Innovations are available in numerous styles including double pitch, single slope, dome, barrel vault, hip end, pyramid, conservatory nose and other custom applications. Seven standard painted colors, two anodized finishes and several custom cladding options of copper, brushed stainless steel and simulated lead-coated copper are available. For more info circle #32



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For more info circle #131

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33 Cooper Wiring Devices

announces a line of multimedia plates to help manage and simplify home entertainment and networking connections. The plates flush-mount easily on the wall, and provide a cost-effective solution for the unattractive wires, cables and cords that often accompany wall-mounted flat screen televisions, entertainment centers and computer workstations. For more info circle #33



37 Fypon offers a variety of cupolas as part of the William E. Poole collection. Impervious to rot, decay, insects and warping, synthetic pieces in the collection are designed to have rich detail and be easy to maintain. For more info circle #37



41 Spark Modern Fires announces a totally new modular burner system called The Linear Burner. Designers can create any length from 24 to 96 in. in 1-ft. increments. And choose from variable multiple views: one-sided, two-sided, three-sided, or completely open with an overhead vent. The system is versatile, flexible and endlessly designable, allowing the fireplace to truly reflect the mood of the room. For more info circle #41



34 Vantage/Legrand announces the ProLan Series of structured wiring solutions. The new product offers a centralized hub to organize and distribute structured wiring for security cameras, cable/SAT television, computer networks, Internet service, telephone systems, multiroom AV and more. For more info circle #34

38 Solatube International's line of designer daylighting options, Designer Touches, is an accessory line of versatile, stylish and contemporary design options. It includes the Dual Lens Array Technology, offering a selection of Effect Lenses that can soften or warm the light color, and Diffuser Lenses that control the light diffusion within a space. For more info circle #38



42 The Elite residential elevator from **Matot Inc.** is available with the machine mounted on the back of the guide rail system and can be located at any floor. It offers a machine roomless home elevator, where the machine takes up no space on the footprint of the home. For more info circle #42



35 Capable of using either natural gas or liquid propane, the **Rheem RTG-66X** outdoor tankless water heater can deliver hot water at a continual flow rate of 6.6 gpm when the temperature differential from cold to hot is 45 degrees. At a lower temperature rise of 35 degrees, it will deliver 8.4 gpm; and at a 60-degree rise, 5.0 gpm. For more info circle #35



39 Nuheat introduces its new Energy Star-rated Solo programmable thermostat. It offers a range of features such as dual-voltage application, seven-day programmability and the ability to link the thermostat to other zones within a home, and external temperature sensors. For more info circle #39



36 The thick aluminum surface of **Warmboard** radiant subfloor possesses the two important properties for thermodynamic performance: high conductivity and low thermal mass. Its low thermal mass permits it to heat up faster and respond more rapidly than concrete slab-based systems. For more info circle #36

40 The new 17-kilowatt air-cooled standby generator **17RES** from **Kohler Power Systems** is fueled by either natural gas or liquid propane. It's powered by the company's new 38-hp Command Pro engine. For more info circle #40



43 Overhead Door introduces its EcoBuilt product line which features two new garage door collections, the Verde Collection and the Traditional Panel Collection. The garage door panels are Scientific Certification Systems certified to use a minimum of 88 percent recycled content and out-perform wood in tests of weather and time, splitting, warping, cracking and bending. For more info circle #43

44 The Sunny Boy line of inverters from **SMA America** that turn direct current power generated by solar panels into usable household current is designed for residential and light commercial use. The newest models are certified to the UL 1741/IEEE 1547 standard, and have efficiencies ranging from 95 to 96 percent. For more info circle #44



45 Cupolas from **Vixen Hill** provide the same roof peak venting as modern-day ridge caps and eave vents. They are designed to add architectural curb appeal. For more info circle #45



47 Cupolas from **Country Classics Cupolas** are handcrafted with weather-resistant materials. Designed to provide additional ventilation to attic or loft areas, the cupolas reduce cooling costs in the summer and exhaust moisture-laden air in the cooler months. For more info circle #47



48 Maintenance-free stock and custom cupolas from **New Concept Louvers** are wrapped with PVC-coated aluminum, copper and other metals in more than 450 colors. Made from the same materials as custom louvers, they don't require painting like wood products. They arrive in three easy-to-install pieces precut to fit any roof pitch and can be ordered in stock sizes or to custom specifications. For more info circle #48

49 **Warmup** introduces a new process to safely install electric underfloor heating under hardwood floors. By using 1-in. to 2-in. wood strips, or sleepers nailed into the subfloor in parallel 12 in. to 20 in. apart, the company's flexible Loose Wire Heater or Matting System can be installed evenly between the sleepers. For more info circle #49



46 **Velux** now offers electrochromic glass in an expanded selection of venting electric skylights as well as fixed skylight for deck- and curb-mount installation. Electrochromic glass technology allows homeowners to use a remote control to tint skylight glass from clear to dark without losing the view of the sky. For more info circle #46



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50 **LG Electronics** offers its first four-door French-door refrigerator. It includes water dispenser with ice, symmetrically contoured doors, hidden hinges and curved handles. Its dual refrigerator doors and double drawer freezer compartments below are designed to offer consumers better organization and versatility of space. For more info circle #50



51 Bifold doors from **Lanai Doors** are available in aluminum, wood or clad for residential and commercial applications. It features a flush track system for seamless transition between spaces. For more info circle #51



52 The Peel and Heat Complete line of high-performance underlayments for effective crack suppression and radiant in-floor heating is available from **Protecto Wrap**. The system requires no maintenance and is energy-efficient to operate. Prewired heating panels are included for easy electrical connection to a wall-mounted thermostat. For more info circle #52

53 **New World Stoneworks** allows for quick installation of authentic full-thickness natural stone with no cutting.



Building structures are scanned to create a 3-D model, the stone pattern is drawn in CAD then approved in advance. Stones arrive numbered with easy-to-follow-installation diagrams. For more info circle #53

54 **Lutron Electronics** offers the Vienti single-touch dimmer. The adaptive LEDs brighten when touched to indicate the dimmer is responding, and then glow softly when at rest. For more info circle #54



55 **Fleetwood Windows and Doors** offers its Norwood Series 3070-CR multislide/pocketing door system to create large openings. The door system's polyurethane bridge between the aluminum frame and glass panel restricts thermal conductivity and provides energy efficiency and comfort. For more info circle #55

56 The S-62 Bifolding door system from **Panda Windows and Doors** is an aluminum door with an almost unlimited variety of interior wood clad options. Choose from top-hung or bottom running with a maximum panel size of 39 in. wide and 118 in. tall, three track options and 26 different configurations including degree corners. For more info circle #56



57 The new decorative fan/lights from **NuTone** offer two power and sound levels, both appropriate for installation in flat ceilings only. The 768CHNT offers 80 cfm with a quiet sound level of 2.5 sones, while the 761WHNT model (shown) features a more powerful 100 cfm at 3.5 sones. For more info circle #57



58 **Hunter Fan's** Halcyon bath fan features a contemporary look with a cast chrome design element capturing a swirled marble glass diffuser. It is UL listed for use over shower/tub and provides 90 cfm at 2.5 sones. For more info circle #58



59 The PatioFlame from **Napoleon Fireplaces** is designed to be easily installed on a patio or wooden deck. It features stainless steel construction for maximum outdoor durability and weather resistance, and produces up to 60,000 Btu. For more info circle #59

60 **Lennox Industries** offers The Healthy Climate 16 media air cleaner to control indoor air quality and respiratory health. It removes more than 95 percent of allergy-aggravating particles as small as 1/25,000 of an inch in diameter, including pet dander, pollen, dirt, dust mites, bacteria, viruses and mold. For more info circle #60





61 Temple-Inland introduces ComfortGuard Sound-Deadening Gypsum Board that features two separate specially engineered gypsum panels, each including a mold- and moisture-resistant core and facers, laminated together using a viscoelastic polymer. The pliable adhesive between its two rigid panels effectively interrupts the transmission of noise vibrations through partition assemblies. For more info circle #61

62 American Standard Walk-In Baths feature a patented low-entry walk-in door for easy access and a contoured chair-height seat with deep soaking dimensions. Built-in grab bars and textured tub floors contribute to stability, while the optional Quick Drain removes water up to eight times faster than normal drains to further enhance bather comfort. whirlpool, air spa or combo massage systems are available options. For more info circle #62



63 The Volant residential elevator from ThyssenKrupp Access doesn't require a separate machine room, has low energy consumption and uses no hydraulic fluids. It is designed to be a green product offering for builders, architects and designers. For more info circle #63



64 Decorative skylights from CBD Glass Studios are custom-designed using inspiration from a home's architectural style. Clear or multicolored glass is available in an almost limitless variety of patterns and styles. The only limits are structural and safety-related. Engineering assistance is available as well. For more info circle #64



65

Fantech Inc. offers an extensive line of Premium Bath Fans, including the PBW110H (shown). The motor and housing mount on an exterior wall so any motor noise is isolated outside the living area. Insulated flex duct runs from the exterior fan to a small grille with halogen light that is mounted in the ceiling of the bath. For more info circle #65



66

Panasonic Home and Environment expands its WhisperGreen Premium ventilation fans with two new models, FV-08VKS1 and FV-08VKML1, both offering light and nightlight features. The fans, which are Energy Star-rated and HVI-certified, are designed with the company's DC motors, built-in controls and lights. Both feature CustomVent variable-speed control that allows them to run continuously at a preset lower level. For more info circle #66



67

The Air Shadow from Fanimation is a combination light/ceiling fan featuring blades that retract out of sight when not in use, and expand when the fan is activated. The product line comes in styles ranging from traditional to contemporary. For more info circle #67



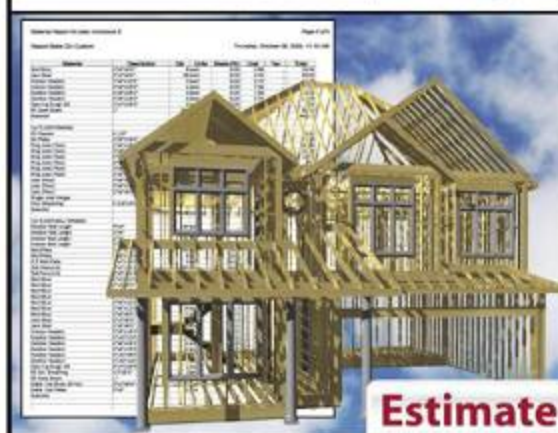
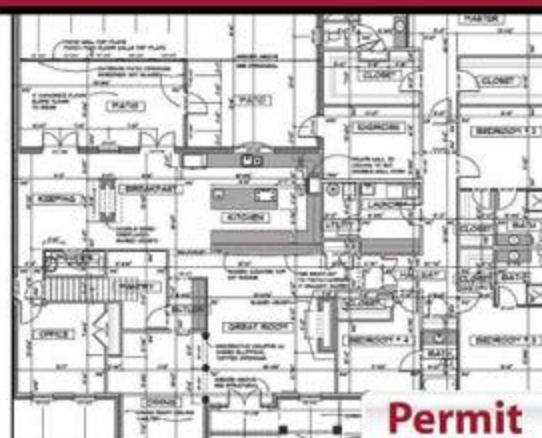
68

United Stone Veneer is the latest addition to the Ply Gem brand offering. It offers a broad assortment of manufactured stone and brick veneers in eight styles with more than 38 color options. The styles include: Fieldstone, Shadow Ledge stone, Ledge stone, Cut Cobblestone, Cobblestone, Ridgestone, Riverstone and Tuscan Fieldstone. For more info circle #68



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For more info circle #122

69 Ventergy Series Fans from **American Aldes** are versatile multi-port ventilator units for residential and light commercial applications. The fans feature quiet, energy-efficient permanent split capacitor external rotor motors with permanently sealed bearings to provide years of maintenance-free performance. For more info circle #69



72 Trane CleanEffects utilizes patented air-cleaning technology to eliminate allergens and particles, removing particles as small as 0.1 microns. It removes up to 99.98 percent of airborne particles and more than 99 percent of the common flu virus from the filtered air. For more info circle #72



76 Maytag Drawer Dishwashers offer the flexibility of two dishwashers in the space of one. The two drawers can be used simultaneously or independently, with two distinct control panels. Energy Star qualified, dishes can be washed in just one drawer for additional conservation of water and energy. For easy installation, the drawer dishwasher features the same cutout dimensions as a conventional dishwasher. For more info circle #76



70 KitchenAid Drawer Dishwashers offer twice the convenience of traditional dishwashers while occupying the same amount of undercounter space. Two drawers house separate dishwashers capable of washing two loads simultaneously at different cycle settings. Homeowners can wash smaller loads using less water and power, or wash dishes in one drawer while temporarily storing clean dishes in the other. For more info circle #70



73 Liberty Wire and Cable offers its series of LibertyLinx Control Cables. Each cable is constructed with an abrasion-resistant outer jacket for gliding over nail tips and splinters, making it easy to pull in any installation. For more info circle #73



74 JetStream from **Centralite Systems** is a wireless lighting control system that delivers convenience and simplicity while being virtually invisible. The system is fully expandable and can be integrated with other automation products such as thermostats, entertainment systems and security equipment. JetStream provides 512 dimming levels and the ability to compose up to 100 lighting scenes and 50 timed events. For more info circle #74

77 Fire Features from **Colombo Construction** are custom-designed wood- and gas-burning fireplaces. They



can be designed with mild, stainless or Corten steel, copper or bronze, and are ideal for both new construction and remodeling projects. On-site installation is provided. For more info circle #77

71 FeTerra Collection from **Clopay Building Products** is a new ornamental wrought iron garage door line offering an Old World-inspired architectural theme. Designed to complement exterior elements characteristic of the genre like iron entry

doors, window grilles, handrails, light fixtures, fences and gate, the collection consists of two series: FeTerra Collection and FeTerra Accents. For more info circle #71



75 The French Water Leaf moulding is one of more than 35 new crown and cornice moulding additions to the **Century Architectural Specialties** collection. The mouldings are designed to offer individuality, opulence and elegance to any room. They are available in 14-ft. lengths. For more info circle #75

78 Inclinator's LX 900 residential elevator features a solid wood frame and raised hardwood veneer panels. Designs are digitally created and machine-imprinted directly to the wood, creating an inlaid finish look. Inclinator can work with you to create a totally custom design, or you can select an existing design. For more info circle #78





83 Jaclo's Gosh Concerto shower is a complete unit that contains thermostatic valve, volume control and diverter with hand shower and hose. The Gosh is made of highly polished stainless steel and contains multiple sprays for a spa experience. For more info circle #83



84 Haier America offers its new Counter Depth refrigerator with French door design. The 20.6-cu.-ft. refrigerator is designed to align with surrounding cabinets. The freezer drawers store frozen meats in the large lower drawer, while vegetables, desserts and the ice maker are accessed in the upper drawer. For more info circle #84



79 Cooper Lighting adds its Halo LED recessed lighting to its downlighting product line. It exceeds high efficacy requirements for California's Title 23, with energy savings in excess of 75 percent when compared with a 65-watt incandescent lamp. For more info circle #79

80 Bath fans from Hunter Fan are energy-efficient and include ultra-quiet operation. The fans are designed to eliminate moisture that leads to rotting and warping wood, peeling paint and wallpaper, and mold and mildew buildup. For more info circle #80



81 Gruppo Romi offers its pocket door lock in four different styles. The lock is also available in brass and stainless steel finish. For more info circle #81



82 Ainsworth introduces a new application that combines two existing engineered wood products to save builders time and money, while at the same time reducing jobsite waste. The time-saving application is based on building stair systems using prefabricated stair treads combined with the company's 0.8E rated rim board as stair stringers. For more info circle #82



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For more info circle #123

85 Cambria Quartz Surfaces are stain-resistant and nonporous. The product's GreenGuard certification makes projects eligible for LEED points. For more info circle #85



88 The HD81 high-definition see-through gas fireplace from Napoleon Fireplaces offers three distinct firebox options: a traditional Phazer log set, a contemporary crystal setting or a glow-



ing river rock ember bed. It releases up to 60,000 Btu and includes a hand-held remote to control the flame, blower and night light. For more info circle #88



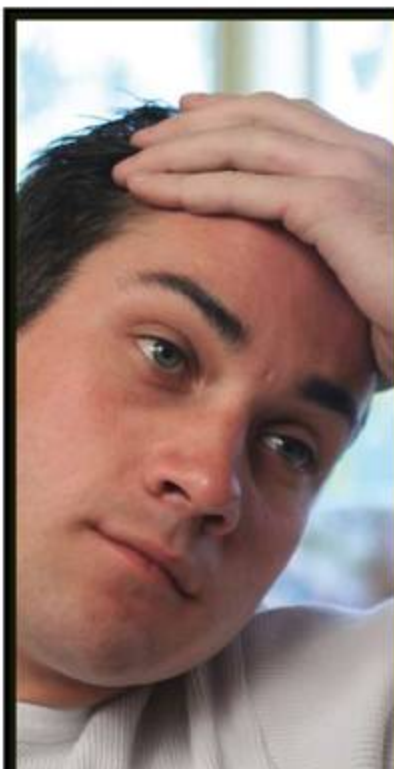
86 Hanwha introduces its HanStone Ruscello collection. The new five-color collection is made of natural quartz and is bacteria-, stain- and heat-resistant. For more info circle #86

87 Danze has introduced a 3/4-in. Thermostatic Shower System that features a high-flow 3/4-in. thermostatic valve and separate 3/4-in. ceramic disc volume controls. This system is capable of supporting up to four volume control valves and six shower components. The system can be customized by selecting valves, hand

showers, body sprays, overhead showerheads and other trim from the Danze portfolio. For more info circle #87



89 Woodscapes by Designer Doors is available in either clear grade Western Red Cedar or African mahogany over a rugged kiln-dried frame. Options include 4- and 6-in. v-groove, 4-in. beaded, 4-in. flush face and MDO for painted surfaces. For more info circle #89



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90 TimberTech offers its BuilderRail railing product. It's available in both 6-ft. and 8-ft. kits in 36-in. rail heights that provide components necessary for straight rail sections, angled rail sections and stair rail sections. For more info circle #90

91 The Evolution refrigerator from Bosch Home Appliance includes sensors that constantly measure the interior temperature to provide consistent cooling and aid in controlling the frequency of the defrost cycle. It also includes an exterior temperature control which allows adjustments without opening the door. For more info circle #91





92 **Fypon** interior urethane mouldings are lightweight and durable. Crisp, clean lines are moulded into each piece. They resist warping, rotting, mildew and insect infestations. A miterless crown moulding system is also available offering straight cuts for mouldings attached to the wall that meet with corner and dentil pieces for fast installation. For more info circle #92

93 **ODL's** tubular skylight brings soft, natural sunlight to kitchens, closets, bathrooms, laundry rooms, hallways and any room in the house, eliminating dark spaces. During full mid-day sun, one 14-in. tubular skylight can light up 300 sq. ft., an output of about five 100-watt light bulbs. The skylight has a U factor of 0.43 and a solar heat gain coefficient of 0.24. For more info circle #93



94 **Wasco Architectural Series** skylights are now available with Nanogel Translucent Aerogel. The new technology is able to provide a thermal insulator that is environmentally sound. It permanently stops connective, conductive thermal transfer without an appreciable drop in light transmission. For more info circle #94

95 **SunTouch** from **Watts Radiant** introduces its electric snow-melting line of both mats and cables called ProMelt. All mats and cables have a single-point connection and the mats are available in both 2-ft. and 3-ft. widths. For more info circle #95



96 **HAI** offers its Lumina Pro Series to control a home's lighting by schedule, motion detection, door openings, sunrise, sunset, alarm activation and more. It provides scenes, fades and dimming levels. For more info circle #96

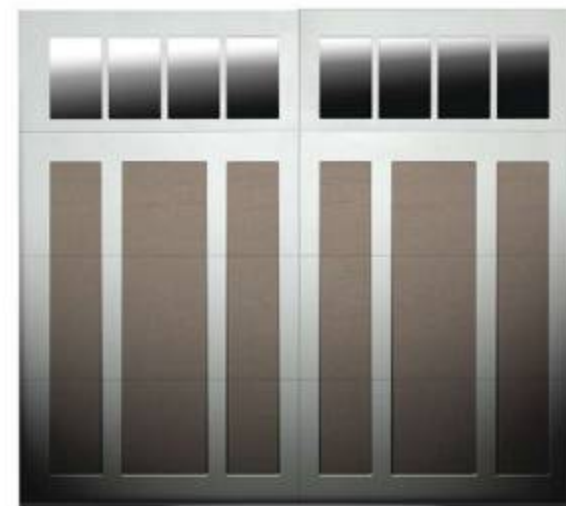


97 Bifold doors from **Redstone Custom Door** are available in three hardware finishes, custom clad exteriors and many interior wood species options. It's offered in many sizes and configurations allowing for installation in standard construction openings, or custom sizes. For more info circle #97

98 Woven wire grilles by **Outwater Plastics** and **Architectural Products by Outwater** are stocked in nearly 50 different patterns in 24-in. by 72-in., 36-in. by 48-in., and 48-in. by 72-in. The grilles are available in antique copper, statuary bronze, antique brass, antique silver, antique pewter, satin nickel, bright brass sheets, and custom sizes and finishes. For more info circle #98



99 **C.H.I. Overhead Doors** introduces its Pan-Overlay Carriage House Door. It features environmentally friendly accent battens over a wood-grain



embossed steel base section, designed to create an authentic carriage house style with a dual-tone look. For more info circle #99

100 Custom wood doors from **Montana Rustics** are designed to complement the materials and architectural styles of homes. Wood and metal applications have become increasingly popular, whether with all reclaimed wood and wood applications or new wood and copper. For more info circle #100



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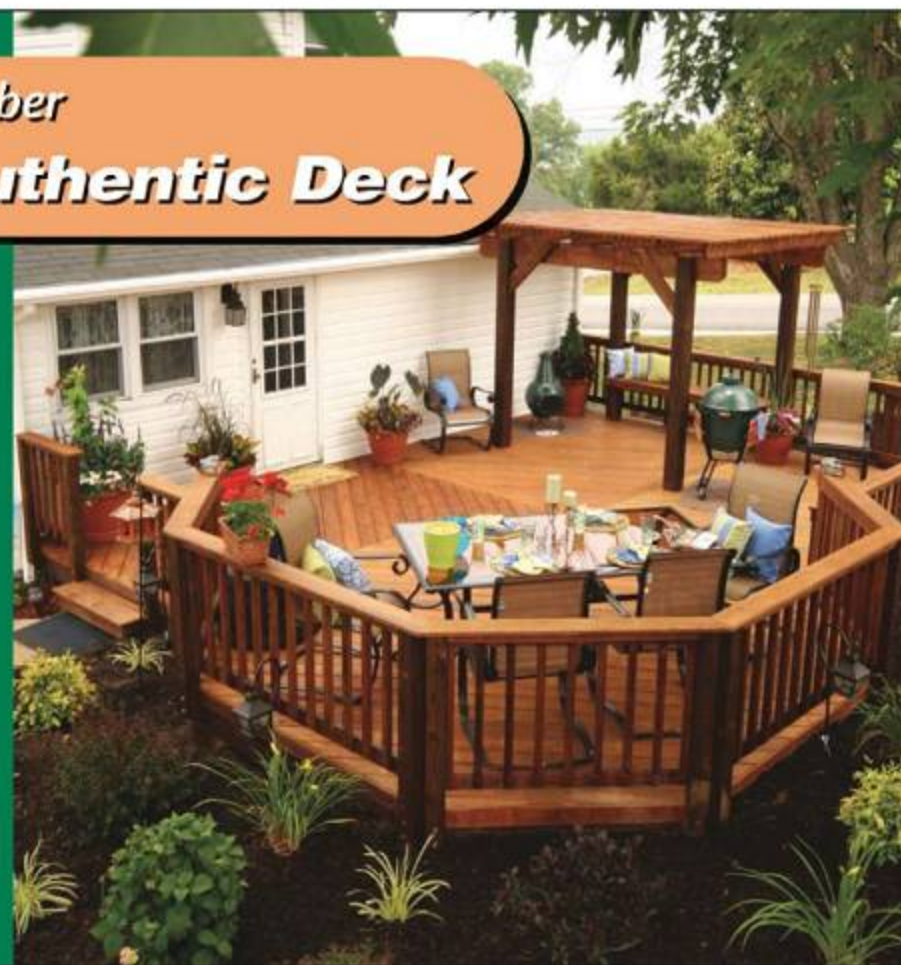
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Wood works

There's nothing like a custom wood countertop to make a kitchen stand apart from the others on the block. And to make it really stand out from the crowd, how about an end-grain butcher block?

"Most companies will not build end-grain butcher blocks larger than four square feet," says Paul Grothouse, owner, Grothouse Lumber Co., Germansville, Pa. "That's because building with end grain, if not done right, it's going to crack. But it gives you a look that's incomparable to a plank top."

Today's wood countertops are not the same as they were 10 or more years ago, Grothouse says. "Wood technology over the past few years has come a long way and allowed us to offer product that's not the butcher block builders might be used to. A tremendous amount has happened to make it a more mainstream, desired product."

Grothouse Lumber's signature is being the most capable, he explains. "We don't limit

ourselves. We do totally custom, built-to-order. We work with 63 species and can ship in a two- to three-week lead time. We're building end grains a lot of people say won't work, but we're doing it."

Not sure if it can be done? Grothouse Lumber will work with architects and builders to determine the answer. "We train them so they know how to specify. We work with them so they understand what's available," Grothouse says. "The most important thing to understand is that wood expands and contracts. It expands in width and length, so you must leave room for expansion. We review each order for issues like this."

Grothouse designs and builds countertops and butcher blocks for residential and commercial projects, but mostly residential. Wood countertops represent the biggest portion of business at 90 percent, he says.

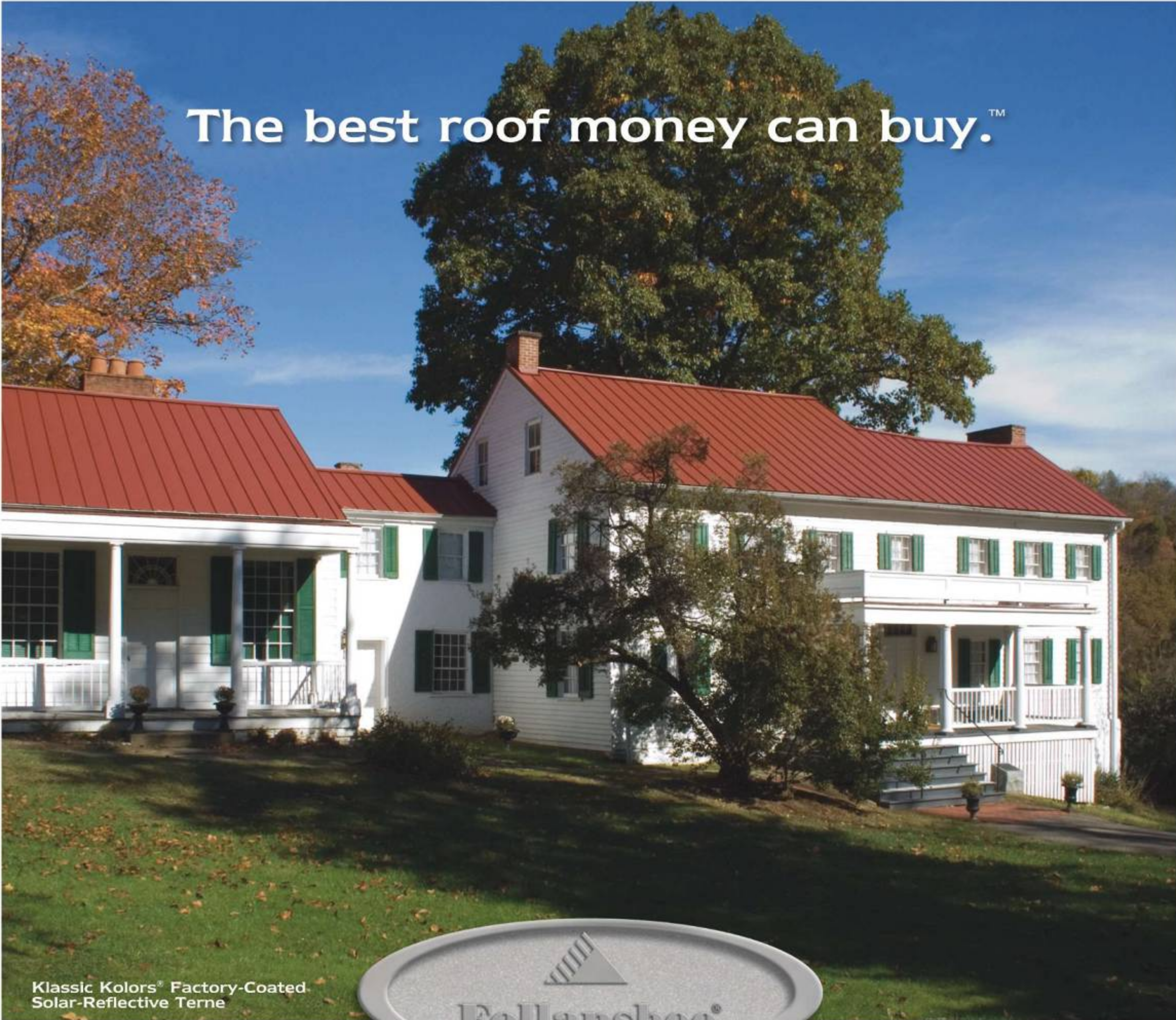
Woodworking is in the Grothouse blood. "When I was an 18-year-old carpenter I was making a lot of money compared to my friends.

I went to school and got an engineering degree which opened a lot of doors. My carpentry experience helps me with the product, and my education helps me run the business."

The company's products can be seen in mid- to high-end homes, but just because a client is buying semicustom or stock cabinets doesn't mean the clients won't want a nice butcher block or wood top in their home. "It's still a surface you can put in any home and enjoy. We work on many types of homes."

Wood species not in the Grothouse inventory are no problem, Grothouse says, but the lead time will be longer. How custom can they get? "We did a big job involving a 6-in. thick, 54-in. wide, 20-ft. long countertop. We backed a flatbed into the shop and loaded it with a forklift. It took 20 guys to carry it into the house. It weighed 3,000 to 4,000 pounds.

For more information on Grothouse Lumber visit glumber.com or circle 118 on the inquiry card. — Rob Heselbarth



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