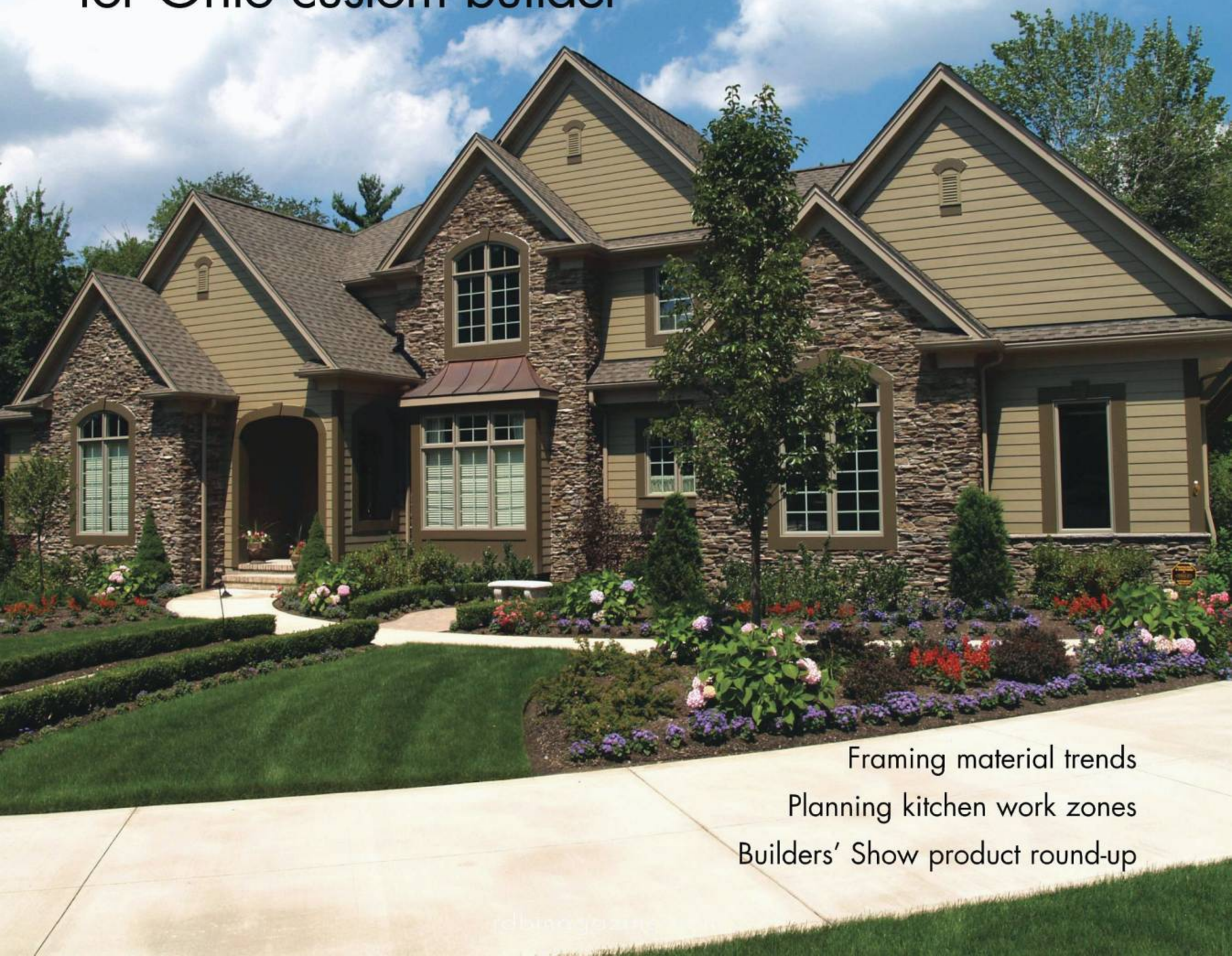


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02/03.10

Nothing to chance
for Ohio custom builder



Framing material trends
Planning kitchen work zones
Builders' Show product round-up

Coastal Properties Want Spanish Tile Look Without the Weight

Advanced Lightweight Material Installs Quickly Without Challenges of Natural Products

Colors

Black

Canyon Earth

Desert Red

Goldenrod

Saddle Brown

Sage



Distinction Tile Canyon Earth installed on one of several homes in Deal, NJ.

Builder/Contractor: More Core Construction

Distinction Tile Color: Canyon Earth

Distributor: Allied Building Products

Look of Natural Products

"Distinction Composite Roofing answered the call," said Ralph Tawil of More Core Construction. His homeowner on the New Jersey coast was remodeling and wanted the look of Spanish tile. However, it couldn't bear the weight of natural tile. The homeowner liked that Distinction Tile looked like natural tile and didn't have the weight challenges of natural tile.

Quick and Efficient Installation

More Core Construction likes how easy and efficient the Distinction Tile is to install. Distinction Tile is stronger, and there isn't as much breakage on the job site. The lightweight feature of the Distinction Tile also makes it easy to load and install on the roof. More Core presents Distinction Composite Roofing as an option on other roofs in the area.

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More Core Construction Installing Distinction Tile

Above: Ralph Tawil (right) and some of his More Core Construction crew taking a break during installation.

Below: Distinction Tile's light weight and easy handling make installation quick and less challenging.



Desert Red

Colors

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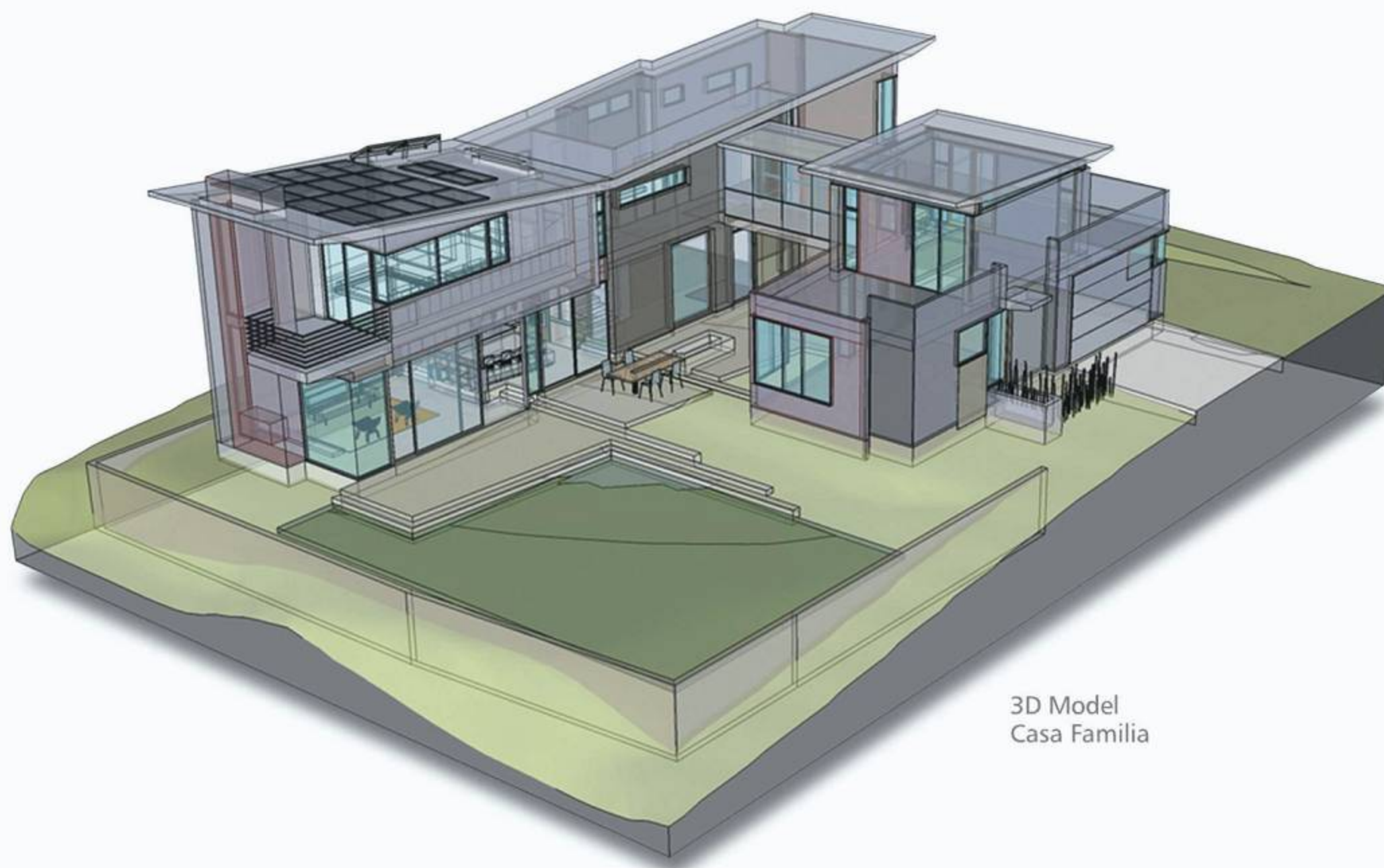
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3D Model
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Casa Familia: Design by Kevin deFreitas Architects.

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Residential Design & Build (ISSN 1934-7553, print; ISSN 2150-7694, online; USPS 070-080) is published nine times yearly (January, February/March, April, May, June, July/August, September, October, November/December) by Cygnus Business Media, 1233 Jonesville Avenue, Fort Atkinson, WI 53538. Periodicals postage paid at Fort Atkinson, WI and at additional mailing offices. POSTMASTER: Please send all change of address to Residential Design & Build, P.O. Box 47, Fort Atkinson, WI 53538-0047. Printed in the USA. Subscription Policy: Individual subscriptions available without charge in the USA to qualified readers. Publisher reserves the right to reject nonqualified subscribers. One-year subscription to nonqualified individuals: U.S. \$66; Canada \$88; all other countries \$129, payable in U.S. funds, drawn on U.S. bank. Canadian GST #231910168. Canada Post PM40063731. Return Undeliverable Canadian Addresses to: Residential Design & Build, Station A, PO Box 54, Windsor, ON N9A 6J5. Printed in the USA. Single issues available (prepaid only), \$10 each. Vol. 75, No. 2, 2010.



A family in control

There are family businesses, and then there are businesses like Payne & Payne Builders in Chardon, Ohio, where family members make up almost half the entire staff. Brothers Michael and David founded the custom home building business in 1993, and have successfully ran it ever since. Two brothers wasn't enough for this family, so Michael's four sons joined the company, and now all six Payne men sit on the board of directors.

That's six brothers (in two sets) who almost outnumber nonfamily staff. With this many family members in charge, one might assume that typical family dynamics inevitably would lead to corporate self destruction, but the situation works well for the Payne family. It works so well, the NAHB Custom Builders Committee named Payne & Payne Builders the 2009 Custom Home Builder of the Year.

Our cover story beginning on page 14 of this issue examines the role each brother plays, and how those roles were determined. Rather than assign job titles, the Payne brothers let each one's strengths and weaknesses determine the role they're best suited for. There never was a meeting to determine who will hold which job title.

Once responsibilities were established, the division of duties has been respected. No brother steps on another brother's toes, but they're quick to assist where assistance is needed.

The cover story also touches on the company's evolution and how the custom builder has survived the housing downturn. The Payne family's proactive approach has helped sustain the business through these difficult times.

When brothers Michael and David founded the company, the vision was to design and build distinctive custom homes that make people say "wow" when they see them. To accomplish this, a design/build approach is taken, but not in the single-entity concept of design/build. A client is introduced to a handful of Payne & Payne's trusted designers, after which client personalities and design styles are matched with a designer.

The designers work closely with the construction team to ensure budgets aren't exceeded and that design concepts can be built as drawn. Eric Payne summarizes their approach this way: "In my mind, no one designer I've ever met suits everybody's needs."

Designers and other trade partners are highly valued contributors to the company's success. A sidebar on pg. 16 reveals the Payne approach to working with trade partners, in the Payne brothers' own words.

What I like most about Payne & Payne Builders is the take-charge approach. They don't allow themselves to be caught off guard by local market conditions. They are proactive, not reactive, and that's smart business.

Congratulations to Payne & Payne Builders. ▀



Rob Heselbarth, Editor

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A Cygnus Business Media Publication

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Attainable green guidelines

National green standard makes sense for all forms of residential construction

By Luis Jauregui, AIA

I have just returned from the International Builders' Show in Las Vegas this January and for those who didn't make it, it was great to see the convention so well attended, both by members and exhibitors.

I arrived early to attend several NAHB design and custom home builder committee meetings. Some of the architects were demonstratively vocal on the subject of NAHB's and AIA's faltering support for programs in the past and coming year. The organizations have significantly cut back on staff due to the economy and as a result, programs will be impacted.



On the flip side, grassroots efforts are shaping up CRAN's (Custom Residential Architect's Network) next annual Symposium in Austin, Oct. 22-25, 2010. This will be in conjunction with Austin's AIA chapter's 25th Anniversary Home Tour, always a crowd pleaser. Additionally, substantive presentations and discussions from residential experts are planned. Please show your support to this growing organization which is wholly dedicated to residential architects under the auspices of national AIA.

Back to the convention, some of the most relevant information for me probably was the recently adopted National Green Building Standards set forth by NAHB and ICC. As the new kid on the block, this newest rating system

represents the first sustainable green building program specific to residential construction at the national level. Whereas LEED might be described as arduous, costly and arguably more applicable to commercial projects, the new national green standard issued by NAHB is reasonably attainable by all builders and adaptable to all types of residential construction.

It provides four levels of compliance, making it applicable in all markets nationally. The four threshold levels (Bronze, Silver, Gold and Emerald) provide a means to achieve basic, entry-level green building, or achieve the highest level of green building that incorporates energy savings of 60 percent or higher.

The new standard provides the green practices that can be incorporated into new and remodeled homes, both single- and multi-family, as well as hotels, motels and into site development. The green practices include lot design, preparation and development; resource, energy and water efficiency; indoor environmental quality; and operation, maintenance and building owner education. *

The National Green Building Standard is available for review at nahbgreen.org. Here you'll learn about the major practices required for each level of compliance and the documentation for each. You can prescore your project to establish the specifications needed to achieve a particular green level.

There also is a list of approved third-party verifiers by locale. Work is verified twice during the project; once at rough-in and also at completion. If you're going to the additional effort to build it greener, follow the rules for certification and get the credit you deserve. Maintaining disciplined and well-documented management systems during construction will save you lots of time and grief when it's time to verify sustainable practices.

Some pointers to ensure a successful, verifiable green standard project include: Put together an integrated design and construction team for planning and management; educate your tradesmen on the criteria and reasoning for it; standardize a system for feedback from the field to make sure everyone's on track; qualify any owner-requested changes based on required green practices.

The appeal of this national green rating system is it's readily available NOW and reasonably achievable for the average Joe. Because it can be implemented incrementally, users can effect positive change without redefining the project's entire scope or budget.

Benefits of home certification are somewhat obvious, from building a better product to market appeal and increased sales. But it also feels good to join in a worldwide effort of sustainable practices to better the environment now and for the future.

Charlie Ruma, past NAHB president in 1999, was prophetic in his comments when he said, "If you're not building green in 10 years, you won't be building." Green is here to stay and it's time to get in the game. It's good for business as well as mother earth. ▶

**Source: National Green Building Standard ICC 700-2008*



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 homebuilders' association levels. Read past columns at rdbmagazine.com.

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Same question... different answer

The right answer depends on your circumstances at the time it's asked

By Jay Grant

In July 2004 I received a voice mail from a local realtor who had a question: "Jay, I have a great lot for sale on Red Mill Road that I just listed. Do you want to take a ride and see it?" It sounded interesting, so I suggested we take a look at it.

Not only did I go see the "great lot," I bought it. It was significant for a few reasons: It was the last piece of property I bought in the past six years. It took me until December 2009 to sell it. It was the single worst investment of my career. Any realtor who has asked me to look at a great lot has received quite a different answer.

Is it true that the best, most valid answer to the same question is different depending on when the question is posed? Whether the question is personal, business related or globally philosophical, the answer you feel is correct changes depending on your personal circumstances, your business conditions and the economic conditions of the time.

Back to the story. In November 2009 I got a voice mail from another realtor. "I have a buyer interested in the 3,000-sq.-ft. home you built on Red Mill Road. Are you willing to contract to sell it subject to the sale of my client's primary home?" I have been asked this question on other spec homes I have built and the answer has always been, "No thank you." This time I answered with a question: "When can I meet with them and can we please meet at their home?"

My Red Mill home was listed for \$559,000. I toured their two-bedroom ranch they had listed for \$329,000. I sat with them at their kitchen table and explained the downside to me as a seller, tying up my



property with a contingent contract. I offered an alternative to them. I would accept their offer of \$500,000 to buy the Red Mill home if we agreed that 100 days after our contract was signed they would sell me their home for \$275,000 if it was not yet sold to a third party. I provided time for them to sell for closer to their asking price. I accepted their initial offer on my home because in this buyer's market I had seen many buyers make one offer and then move on if it was not accepted. They accepted my proposal.

The sale was contingent on their lender's appraisal coming in no lower than \$500,000. I knew that appraisers were producing ultra-conservative reports and that my price would be further eroded if their appraisal came in too low. I believed that they had bought below market value so I spent \$350 and hired my own appraiser of my Red Mill house. It came in at \$525,000. The day their appraiser visited Red Mill, I left a copy of my report conspicuously on the kitchen counter ... with a big note on it so he could not miss seeing it! His appraisal came in at \$530,000.

In early December 2009 I got a call that they had found a buyer for their home. They asked if I could close by year-end. It is a

sobering statement that I was happy I might be able to transfer ownership in 2009 and realize my loss in the 2009 tax year. I knocked out their inspector's punch list and my building inspector's checklist by December 30. We closed at 5 p.m. that night.

You may have asked yourself any number of questions in the recent past about your business. I know I have. What I learned is you have to keep asking the right questions over and over again. However, you have to allow for the likelihood that the right answers today will be different from what the right answer was last year or even last month. Stay open-minded and remain flexible.

Times change. I am in Columbus, Ohio this weekend touring colleges with my daughter. I saw a billboard on I-71. I don't know who sponsored it but it made me chuckle a little. It read:

RECESSION LESSON 101: One thing you can count on in a recession: They come to an end!

Make it your business to still be in business when the recession ends in your neighborhood. ■



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.



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Getting it done with the sun

A holiday meeting re-energizes one builder's faith in solar power

By Joseph Dellanno

Remember the dog days of last summer? The sun beat down on your car's interior which eventually turned your leather seats into scorching hot leather frying pans. You know how the interior of your car felt like an oven? It happens every summer.

As you noticed the neighbor's children melting in the heat waves of their driveways, you start to wonder, "If only we could capture this energy to help heat and cool our homes by using the sun's power."

It seems like such a waste to let that huge source of energy go untapped and unused. Remember how we were promised during the 1970s energy crisis how alternative energy sources were being developed? Well, the reality was very different from the dream. Solar power technology is not ready to be used as a stable and viable source of energy to heat and cool our homes and buildings. Or so I thought, until I ran into an old friend over the holidays.

We were discussing each other's businesses when my friend, Rich Aleo from Brisk Solar, started telling me how he was getting business done with the sun on three continents and selling solar power at the retail level. As he was talking, my natural skepticism crept into my line of questioning.

I asked Rich what had changed that makes his product a viable and sustainable solution for solar power. He said, "Brisk Solar has developed solar panels that are about 48 in. by 30 in. and can generate 235 watts on an overcast day, and a bit more on a sunny day. If you take 235 watts and divide by 5 kilowatts, this determines how many panels you would need. So you would need 5 kilowatts to run an average size home."

Many of the panels are placed on homes and buildings in discreet locations that are not

visible from the street, or they can be installed on-site at grade level in a remote location. Interestingly, many people wear their solar panels as a badge of honor. They choose to display their panels to their friends and neighbors to show the world that they are committed to being green and reducing their energy consumption.

As the conversation continued the subject of how to store collected solar energy was next on my list of questions. I asked how many batteries were required to store enough energy to run an average home. His answer took me by surprise. He said there are no batteries required with this system. ("No batteries" are words that parents can really appreciate after the holidays!) He explained their process.

Think of your solar collection panels as a bank. During the day your roof is collecting energy all day long with or without the sun. Rich explained, "During the daylight hours the system is designed to collect more power than the home requires, which allows the system to send the unused power to the electric company. Once the system stops collecting energy it will automatically switch over to the power company and will start to use the energy that has been banked at the power company all day."

He went on to say solar technology is now a stable, viable and reliable source of energy for homeowners and business owners for the foreseeable future. With the government's 30 percent rebate plan and state tax credits, the return on the investment could be between 10 to 12 years. This means if people invested today they could be enjoying free electricity in short order.

I have had my eyes opened to the possibility of integrating solar technology into our lives through innovative ideas and products that reduce our energy consumption and reduce



our carbon footprints. From a design point of view we design/builders have a fiduciary responsibility to provide our clients with viable energy options that have a local and global impact on the environment.

From a business point of view I believe that this could be more than just another home improvement product to install in your client's home or business. I believe that the founders, engineers and scientists of Brisk Solar have creatively refined the evolution of getting it done with the sun.

That makes sense! ■



Joseph Dellanno is the founder of My Design/Build Project, a web communication application for design and build teams, and president of My Design/Build Coach, providing design/build business training. He is also president of Design Solutions Inc., a national design firm. Send e-mail to info@mydesignbuildproject.com. Read past columns at rdbmagazine.com.

Rise of the regulations

Whether you like it or not, green building regulations are here

By John D. Wagner

I have committed to taking a room-by-room approach to my columns in 2010, but a new sustainability study from the American Institute of Architects includes some information I feel compelled to share right now. But before I get to the AIA information, I need to address a few things.

At the International Builders Show in Las Vegas in January, there was every indication that the green building movement is in full bloom, that it's not slowing down, and that buyers are maturing in their ability to sniff out false claims. Manufacturers had a remarkable offering of innovative products on display — from Ply Gem's new labeling system to alert you to LEED point eligibility, to CertainTeed's knockout reflective-roofing shingle line, to name just two. But I still run into guys who think green building is a bunch of hooey, and they can't wait to go back to "building as it was."

This reminds me of when my Great Uncle Daniel McCarthy — an industrial boilermaker from 1920 to 1975 — laughingly told me in the 1970s that he had some old timers on his crew who were nervous when welding first came in. They were impatient to get back to rivets. In fact, I recently spoke at a lumber conference and met a couple of wholesalers who were doubtful that green building was for real. They were waiting for it to fade.

They hold this opinion despite the clear evidence: McGraw Hill Construction found that "green building has grown in spite of the market downturn." MHC also states that "green seems to be one area of construction insulated by the downturn," and MHC expects green build-

ing to grow over the next five years, despite negative market conditions, to be a \$96 to \$140 billion market. By 2013, MHC projects the residential green building market to be as much as 20 percent of new construction starts by value, which would equate to \$70 billion in overall spend.

All of these facts and figures won't even matter, given regulatory trends. According to the results of the American Institute of Architects' report titled *Local Leaders in Sustainability* (<http://www.aia.org/aiaucmp/groups/aia/documents/document/aia081614.pdf>), green building products and practices are now being required in building codes at local and regional levels. The local adoption of these codes and regs is nothing short of an upsurge, and that's to say nothing of how green building standards like USGBC's LEED and the National Green Building Standard (from NAHB) are being adopted.

The report found that:

- There are 138 cities with green building programs, or more than 1 in 5 cities surveyed. This is a 50 percent increase in green building programs since 2007.
- More than 53 million Americans live in cities with green building programs.
- 24 of the 25 most-populated metropolitan regions in the United States are built around cities with green building policies.
- More than 20 percent of U.S. cities with more than 50,000 residents have green building regulation and policies in place. When you look across all cities surveyed for the study, more than 20 percent have green building programs.

If you live out West, there are 56 green building programs in just six states. The Eastern region now claims 49 cities with green policies in place, which is a rise of 75 percent over 2007 numbers. A remarkable trend.

Furthermore, the National Green Building Standard provides green practices that can be applied to new homes, but it's not limited to residential. The National Green Building Standard can be used for high-rise multifamily buildings, home remodeling and additions, and even hotels and motels. NAHB is certainly giving LEED a run for its money in the residential sector, by presenting a decidedly pro-builder/pro-contractor green-building standard to compete with LEED-H, and they might even pick up some business in commercial spaces where LEED had achieved dominance.

What's over the horizon? Some laws passed by California end up being adopted nationally. The California Air Resources Board is always pushing the envelope with IAQ standards. CARB's stringent Phase II formaldehyde emission standards will surely affect manufacturing of hardwood plywood, particleboard and medium-density fiberboard for years to come, and those effects will reach far beyond California. That's because the EPA watches California's standards, and under this administration the EPA is certainly capable of issuing a national wood products emission standard. ■



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





Leaving nothing to chance

Payne & Payne Builders in Chardon, Ohio, takes a calculated approach to managing its family-run success

By Rob Heselbarth, editor

Nothing is left to chance at Payne & Payne Builders. Growth is controlled, profit is prescribed and survival is expected. A calculated approach works for this residential design/build firm in Chardon, Ohio, and helps maintain harmony among the two sets of Payne brothers managing it.

The last months of 2009 were busy at Payne & Payne, and the first quarter of 2010 has been jammed with starts backing into the second quarter. Mike Payne Jr., vice president of operations, says the strongest indicator of activity is clients being more decisive. "In the past, business would fall off as one year ends

and another begins. But now we're seeing great leads, qualified leads, so good starts and leads are coming in and the pipeline looks pretty good. It's a mixed bag for many of our peers, but for our market, what we've lined up, it's outside of what the market is doing," he says.

In recognition of its success, Payne & Payne Builders was recognized as the 2009 Custom Home Builder of the Year by the NAHB's Custom Builder Committee. The honor roused a sense of pride among all Payne employees, and humbled one of the firm's founders, Michael Payne. "I know of so many other great custom builders, and I think any one of



Pictured at right are: Front row, from right: Wendy Perin, Anne Payne, Pamela Beach; second row, standing, from right: Joel Hoar, Bob Miozzi, F. Michael Payne, David S. Payne, Dean Tompkins, Mark Verdova; On steps, from right: David C. Payne, Nick Mueller, Mike Payne Jr., Eric Payne, Brian Payne.

Below: Payne & Payne Builders occupies a historic building in Chardon, Ohio, which the builder proudly renovated.



PAYNE & PAYNE BUILDERS payne-payne.com

Residential projects: 95%
Single-family projects: 100%
Residential new construction: 85%
Residential remodeling: 15%
Percent design/build: 80%
Homes designed/built annually: 25
Average annual revenue: \$15 million

a dozen others would deserve it, but this is a great honor that means a lot," Payne says.

Awards and careful business management, however, can't shield even the most successful business owners from the housing downturn and economic recession. Payne & Payne Builders has experienced struggles as well, but to a lesser degree, one could argue.

The edge of the cliff came in September 2008 which was the builder's biggest year ever, says Eric Payne, vice president, administration and product development. "We were cooking along fine and had a good book of prospects even then. The bottom dropped out as one at a time our prospect base eroded

over a few weeks. It was a little spooky," he recalls.

Still, Payne & Payne Builders is doing well, and David C. Payne knows why. "The amount of effort put into what we do is significant. We're good at problem solving. It takes a lot for us to feel we hit a road block. We're creative and can find solutions most times."

Solving problems translates to success and growth, but Payne & Payne Builders' growth has been customer-driven, not part of a business strategy, Michael says. This doesn't mean there's no strategy involved in the builder's success. In fact, says Mike Jr., strategic planning has always been part of the plan.

"We can look into the future and our capabilities and decide how to handle the work coming up. We're not just reacting to market conditions; that's poor business. We're making strategic decisions for how to manage the workload coming up. When facing trying times, there's nothing that supports you more than the culture built during good times. That starts with good people, and we have a team of incredible people that treat this company like it's their business. At the end of the day,

it's that group of hard-working people that I believe made us stand out," Mike Jr. says.

Brothers in business

Six Payne men are responsible for keeping the builder operating efficiently: Michael and his brother David S. who founded the business, and Mike Jr., Eric, David C. and Brian who are Michael's sons. Their roles are as follows: Michael is co-founder and retired president; David S. is co-founder and production supervisor; Mike Jr. is vice president of operations; Eric is vice president, administration and product development; David C. is vice president of sales, and Brian is project manager.

The roles the brothers play were not assigned or chosen. Each brother grew into their current responsibilities. Strengths and weaknesses helped determine where each would do the most good. "We all respect each other's opinions. In the worst case, two people might have a disagreement, but there's always conversation going back and forth, and things get worked out. And once a course of action is decided, we're all on board," David C. says.



Division of duties is a critical aspect of the Payne family's working relationship, co-founder Michael says. "We're responsible for our own aspects of the business and no one steps on anyone else's toes. There's a mutual level of respect, which is key. We also rely on the strength of the board of directors platform we formed," he adds.

Michael retired a few years ago but remains involved on a limited basis. "I didn't think I ever could retire because I loved my business so much. Then I realized the boys were working hard and that all the accolades were directed at me; they weren't getting their fair share of recognition for their efforts. It came time to get out of the way and let

them cast their own shadows. So I weaned myself and found out there's life on the other side," he says.

At the time he and brother David S. founded the business, Michael worked for one of the 400 largest builders in the country. The vision of the new business was a lean, mean builder which stood out from the dozens of competitors in the local market. These dozens quickly grew to hundreds during the 1980s while the number of permits remained the same.

"I wanted immediate distinction; better-designed, better-looking homes where the minute you walk in the front door people say 'wow' and are surprised at the level of detail," Michael says. "Very quickly we were outpacing the competition, and we treated every customer like family. It was only a few years later we started seeing competitors copying our designs."

The young business was focused on profit not growth, and designing semi-custom

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Design is handled in a design/build approach through a handful of design partners, with input from everyone on staff. The goal is a home like this anyone would be proud to live in.

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When facing trying times, there's nothing that supports you more than the culture built during good times.

homes. Ultimately, the brothers were designing custom homes for almost every buyer so the business evolved as a custom builder.

David S. became involved as a partner a few weeks after his brother Michael founded the company, reuniting brothers who worked together in high school. "Back then, we talked about one day going out on our own; it was just a matter of when would be the best time," David S. remembers. The brothers have worked together almost 30 years.

Market approach

Payne & Payne Builders' approach to custom home building is that everything begins with good architecture. "That's the founda-



The level of detail in a Payne & Payne home, like the beams seen here, impresses homeowners.



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tion," Michael says. "As sketches and plans are put together, everyone on staff looks for ways to distinguish the design, and for ways to make it better, to make it a home they'd be proud to live in."

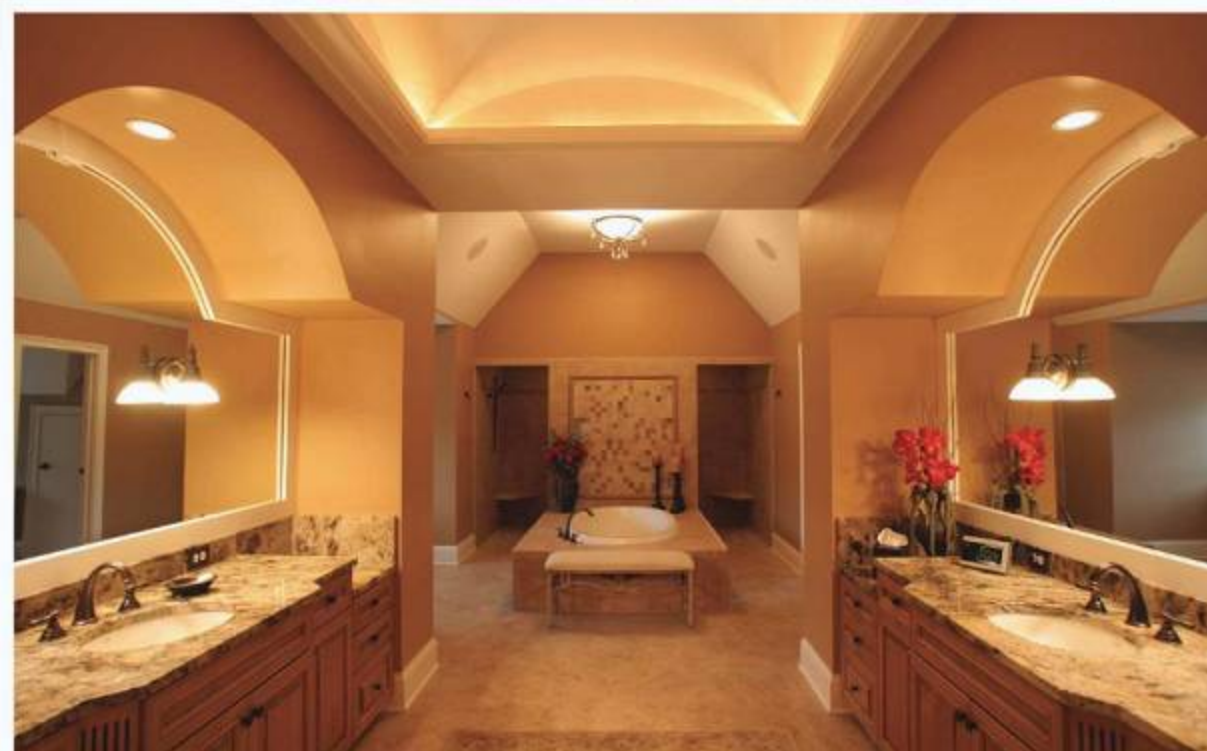
Eric Payne believes no one designer suits everybody's needs, so clients are matched to one of a group of outside design partners. "We have a group of designers for our clients to meet. We don't mess around with clients who bring plans to us that are so far out of budget," he says. Payne & Payne Builders works with designers to balance design with budget to assure everyone's happiness. Drafting is handled with an outside partner, Eric says.

The ability to design on the fly gets the builder through challenges in the field, David S. explains. "All the employees, family or not, have input, and the boys in the office trust my production team and our ideas out in the field. If something's not working, we figure out what it will take to make it work. We'll make that decision and inform the office and the client how we resolved it." ■



Above: A spacious kitchen with plenty of work space by Payne & Payne Builders in Ohio is pictured here.

Right: Each department — design, production, administration and operations — is managed by a different Payne brother. The results of the collaboration are stunning bathrooms like this one.



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☐ B. Corporate Executive, Vice President, Controller, Treasurer, Financial Director and related personnel
☐ C. Architect, Designer, Interior Designer, Engineer and related personnel
☐ D. Construction Manager/Supervisor, General Manager, Project Manager, Foreman and related personnel
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- ☐ E. 1 - 5 ☐ G. 11 - 15 ☐ I. 21 - 25
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Straighter, stronger, longer

The versatility of residential framing materials provides options that enhance a home's stability and reduce waste

By Rob Heselbarth, editor

For more residential framing materials exist today than existed five or 10 years ago. These materials are designed to ensure homes remain strong and stable for decades to come, and are built in ways that produce the least possible amount of waste. Engineered wood has much to do with changing the framing game, but nonwood products are having their impact, too.

In a struggling housing market it makes sense to eliminate waste, maximize time and watch expenses. Manufacturers of residential framing materials are responding to this need as they continue to develop better, more useful and cost-effective products.

Take Simpson Strong-Tie, for example, whose prefabricated shear wall called Strong Wall provides architects and builders with an advantage by controlling materials and manufacturing. The Strong Wall is designed to pack concentrated strength into walls with multiple or large openings such as on either side of a garage door.

"On the west people probably are designing to seismic needs, and on the Gulf Coast they're designing to wind loads. In a wall where you need to design to specific shear, you can use the Strong Wall to achieve it in a smaller area. And it's prefabbed so you know the materials, nails and bolts are put in right," says Tom McClain, product manager, Simpson Strong-Tie.

"This is a great product where you want strength in limited space. And for architects and designers, it opens up possibilities by giving them more flexibility," he adds.

Another steel framing product designed to deliver structural strength and design

0.8e rimboard from Durastrand by Ainsworth is a versatile engineered lumber product that can be used in more applications than simply as rimboard, including headers and stair stringers.



Nautilus sheathing by Georgia-Pacific comes with preapplied weather barrier that can be peeled back and reapplied, which is convenient for finishing window openings.

flexibility is the LiteSteel Beam from LiteSteel Technologies. Applied properly, the cold-formed steel beam can help architects realize their vision, says Jeff Hoffman, vice president, business development, LiteSteel Technologies America. "In a custom home which might require deep and heavy sections of engineered wood, the LiteSteel Beam can perform the same function in a smaller section and a smaller span. Architects also like the look of the product, which fuels the imagination," he says.

"Additionally, architects are more sensitive to the needs of builders and homeowners in terms of costs, which is another area this product offers solutions. When the market was booming three years ago, if you told a builder you could save him money on basement beams, he'd tell you to go away. But now if you say you can save time and money, they want to chat," Hoffman explains.

Brookstone Homes in Oconomowoc, Wis., is building homes with sensitive price points, and is using LSB for basement beams. "LSB is delivered with the framing package, so there's no delay in getting it from the steel fabricator. Second, Brookstone is dealing with a guy he already likes in the pro dealer, Bliffert Lumber, who is the builder's partner. They trust those guys to get what they need. Then you have

the weight savings compared to engineered wood or a steel W beam, and you can save 40 percent of the weight. LSB can be hand-set and not require \$175 for a crane to set the beam for you. That's time and money savings," Hoffman says.

One more advantage is the ability to work LSB like wood using standard power tools with steel-cutting blades.

Engineered lumber

Engineered lumber, like LiteSteel Beam and the Strong Wall might cost more but they deliver many advantages compared to standard framing lumber. Longer spans, straighter lines and enduring stability are a few reasons to consider engineered lumber. The recession is another.

"This period of downsizing in housing supply and consumption has allowed the opportunity for builders in particular to make a closer review

LiteSteel Beam from LiteSteel Technologies can be handled without a crane, and be trimmed with standard power tools, just like wood.

of what they are using, and to try and set themselves apart," says Robert Fouquet, vice president, sales and marketing, Ainsworth Engineered. "When we were at 2 million starts, there was no time for soul searching. Builders were not focusing on what else to use, and now some of their favorite product lines suddenly are not available."

Ainsworth's 0.8e Durastrand Rimboard has the flexibility to be used in multiple applications, not just as rimboard. Its rating allows it to be used as a short-span door header and be subjected to bending loads, and also can be used as a stair stringer.

Durastrand Rimboard comes in lengths up to 24 ft. for general rimboard applications, and for short-span headers lengths are up to 9 ft. "For a certain load, specific site or condition, our online design guide will indicate what to use or what the span capability is," Fouquet says.

When a truss is what's needed, the Open Joist all-wood trimmable floor truss from Universal Forest Products can be used in multi- and single-family applications. The all-wood nature of Open Joist makes it easy to use, says Dennis Sill, regional director of sales, Universal





The Open Joist truss from Universal Forest Products is an all-wood, finger-jointed, non-plated truss with space to slide wire, ductwork, pipe or other mechanical components.

Forest Products. "Open Joist can be trimmed unlike a plated floor truss. Adjustments to a plated truss are difficult to make on the fly in the field because of the nail plates that hold the wood together. Ours is held together with finger joints," Sill says.

The truss comes in 1-ft. increments, and can be trimmed in the field up to 5 1/2-in. on each end, which makes it practical when foundations are not square or if a change in design is made in the field. "Finger joints provide benefits such as superior strength; it cuts down on cost and also helps with the fire rating. It won't destruct as quickly in a fire as a plated truss," Sill says. Open Joist comes in lengths up to 30 ft.

An advantage of the open web design is the ability to easily run wire, ducts and pipes through it. "It also saves money in terms of not having to do drop ceilings. There's a cost to dropping plumbing or electrical under a floor, so to be able to put it up inside the truss makes it quicker, less expensive and cleaner for everyone," he says. Architects might like Open Joist for the ability it provides to run longer spans and expand center spacing from 16 in. to 19.2 in.

The Steel Strong Wall from Simpson Strong-Tie is a shearwall designed for residential applications, including spaces where added strength is needed but space is limited. Walls with many or large windows is one example, or on either side of a garage door.

The building shell

Georgia-Pacific offers a sheathing product called Nautilus which includes a pre-laminated weather barrier. "Homes today are

framed, then the next step is OSB goes over the framing, then a weather-resistant barrier is manually attached over the OSB," explains Barry Reid, product development manager, Georgia-Pacific. "Nautilus, however, features a weather barrier prelaminated to the OSB to provide the best protection against air and moisture infiltration into the building envelope and wall cavity.

"When framing with Nautilus with preapplied weather barrier you have tremendous air and moisture resistance, creating a wall with a high R value. Nautilus' barrier can be pulled back and reapplied, which is important because the pushback from a building science perspective has been the inability to protect a window opening because of preapplied weather barrier that cannot be pulled



back and reapplied," Reid says.

Moisture infiltration is a serious problem, and so is warped framing lumber. This is why Weyerhaeuser launched its Pro Series late in 2009. The intention of the Pro Series is to reduce the hassle people have with imperfect lumber, says Neal Shunk, lumber product manager.

"The Pro Series is screened to remove boards that will warp. It's complicated how we do it, but there are properties we scan for that identify how the board will behave in the long-term. Pro Series lumber also includes a mold inhibitor and is marked with an SFI label.

The Pro Series represents the elimination of time and material waste, Shunk says. "Without this technology, someone at the dealer would be going through each board, pulling out

boards that have developed warp. Then we've eliminated a second level of sorting that goes on at the jobsite, which results in more material ending up in landfills."

Why a strong focus on straightness? Customer surveys consistently reveal that board straightness is a major issue, says Steve Harms, lumber product manager. "And this is across all market segments, so it's a big deal. Straightness is constantly an issue we bump

up against," he says.

The Pro Series is ideal for creating a level floor, while walls represent another place where Weyerhaeuser sees tremendous market for straight lumber, Shunk says. "As boards cure, you can see them twisting and crowning, and builders are going to pull problem pieces. Our product represents a significant amount of time and labor savings not having to pull out the bad apples." ■



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For more info circle #18



The two-story Steel Strong-Wall prefabricated shearwall from **Simpson Strong-Tie** is not only code-listed, but can be installed at the corner to save wall space. The engineered shearwalls are available in widths as narrow as 15 in. for stacked applications which allows for designing and building multistory homes with larger windows, doors and open spaces without sacrificing high load values. For more info circle #20



LiteSteel Beam from **LiteSteel Technologies** is a lightweight, cold-formed steel structural beam that combines the strength of steel and the installation workability normally associated with wood products. Builders should see significant time and money savings in applications such as basement beams, garage beams and long-span headers. The beam is strong yet easy for framers to work with. It can be lifted and hand-carried on a jobsite, and can be installed without a crane. For more info circle #21

0.8E Durastrand OSL Rimboard from **Ainsworth Engineered** is specifically engineered to accept flexural loads, making it a viable alternative for short-span headers. The rimboard is 1-1/4 inch thick and is available in depths of up to 24 inches and lengths of up to 24 feet. One feature is the structural properties that have been evaluated by ICC-ES for building code compliance. For more info circle #22



Pro Series Lumber from **Weyerhaeuser** is designed for a range of building applications. Technology and quality control checks remove boards that have a greater tendency to eventually crook, twist or bow, eliminating the need to cull through piles of boards on the jobsite. The lumber is also treated with a mold inhibitor to help it stay clean and bright and lower product loss rates and the risk of call-backs. It is green-approved by the NAHB Research Center. For more info circle #23



Nautilus from **Georgia-Pacific** is a structural sheathing and building wrap in one. The wrap is laminated to the sheathing, eliminating the need to install a separate wrap. Nailing guidelines on the panels are visible through the building wrap. Special seam tape helps reduce air leaks, and a water-resistant barrier complies with the ICC codes including the ability to sustain 50 mph wind-driven rains. For more info circle #24



Boise Engineered Wood Products' new Simple Framing System includes services designed to help dealers and builders design and build homes more efficiently, at lower cost and in fewer days. The services include software, color-coded framing placement plans, material and cut lists and pre-cut holes for mechanical and electrical runs. For more info circle #25



Open Joist from **Universal Forest Products** is an open-web, all-wood floor truss engineered with strength and load-carrying capabilities, while using less wood fiber than solid-sawn joists. Each truss is tested to a load equivalent of 2.1 times the required residential design load. Short lengths of sustainable harvested lumber minimizing waste. The truss can earn 4.5 LEED points. Finger joinery and waterproof/fire-resistant structural adhesive support a lifetime warranty. For more info circle #26

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* Material and labor costs are based on a field study conducted in June 2009 and represent the average material and labor costs of the participants; figures have been rounded. For complete detailed information regarding the study, visit www.fypon.com.

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For more info circle #19

Planning kitchen work zones

The single-cook work triangle is out; multicook work zone approach is in

By Barbara Barton, CMKBD

Since formal kitchen design research started in the early 1900s, we have constantly been analyzing what works and doesn't work as each generation expands lifestyle issues, products and aesthetics around the most important room of a home. Ergonomics and efficiency in time/motion studies were the biggest parts of the early "work triangle" and subsequent placements of appliances, storage, traffic patterns and sinks. It was, however, all based on a one-person/primary cook kitchen. Now that we have multiple cooks, a double work triangle has emerged, and even more

A myriad of noncooking activities such as watching TV, entertaining, homework and talking on the telephone have been a "but of course" staple for many families. Just as important, according to Cheever, is that shopping for preprepared gourmet takeout meals is more common than "from scratch" meals, impacting the activities we are trying to identify. Her major points are:

- Outdoor living is valued, impacting the grilling and outdoor kitchen rage.
- Multigenerational families are sharing the same space. Consumers want to stay in their homes (aging in place).
- Consumers want a kitchen within a "cooking room" to serve weekday warm-up meals in a smaller environment than needed for weekend gourmet feasts.
- Gathering spaces for personal interaction between cooks and noncooks is valued.
- Appliances are broken up into smaller point-of-use pieces, along with special-purpose fixtures.
- Multiple cooking stations for shared cooking activities are valued.

As a designer who continues to deal with a lengthy interview process before attempting a space plan, I also have encountered the same activities that Ms. Cheever labeled as noncooking activities.

Communicating activities including the telephone, Internet, personal visiting and any type of correspondence demand more than just a desk or an Internet connection these days. I fondly call this the command center, but it's more than just technology for cell phones and Wi-Fi. It's the place where people can comfortably talk, share and maintain a master calendar.

Entertaining/educational activities seem to be growing in style (hanging-out bars instead

of just eating-only bars). Video game activities for the family or any TV-based entertainment, and a children's computer/homework area (to help control computer use) are on the top of many families' lists.

Household management activities may have been just a desk in the past, but now include a family home office, security area, smart-home technology controls, multipurpose laundry/hobby area and a pet care/feeding center.

Pleasurable pastime activity spaces include those for gardening, flower arranging, a cookbook library, photography/scrapbooking or even wine cellar/tasting areas. One of my customers collected pinball machines and it was high on his list of inclusions.

Ms. Cheever has certainly covered the range of activities and thus helps us evaluate how to include them in our expanded kitchen spaces. For food assembly, however, the activities could help to explain five activity zones, up from the initial three zones when the work triangle was used solely:

- 1. The Consumable Zone** — This space contains food items such as rice, cereal, canned goods, pasta, staples, drinks and refrigerated goods. It usually is in one main spot, but could be labeled as such in two areas.
- 2. The Non-consumable Zone** — These items are the dishes, glasses, plastic containers, storage items, silverware and even cookbooks.
- 3. The Cleaning Zone** — The sink, dishwasher(s), trash and recycling as well as cleaning supplies are found here.
- 4. The Preparation Zone** — This is the most important area in the food-assembly process. Utensils, mixing bowls, small electrical items plus items such as spices and oils needed to prepare food are kept here.



Photo: Courtesy Sub-Zero, Wolf Appliances

recently, labeled centers or zones for the activities associated with any kitchen today.

Certified Master Kitchen and Bath Designer Ellen Cheever, who has researched, authored, designed and taught in the industry for more than 30 years, recently made the distinction in space planning based on activity zones, not work centers as previously described. Her recent Pathways to Profits Seminar, sponsored by the National Kitchen and Bath Association and *Kitchen & Bath Design News* magazine, addressed the, "... phenomena as a change due to what families do in the kitchen as well as what they are eating at home."

5. The Cooking Zone — The appliance package for cooking, including microwave, cooktop/range and oven is the start, but this also includes all pots/pans, cooking utensils, baking sheets and some spices, oils, etc.

I suggest there also are other specialty zones which could incorporate Ms. Cheever's stated activities. There's an entertaining zone, which in older circles could have been called the bar. Undercounter refrigerators, ice machines, wine chillers, along with countertop or built-in coffee machines and all the accompaniments suggest a self-serve or hostess-run area strictly for guests. Some have bar sinks, but most don't.

Some designers I know now incorporate a plating zone when entertaining which allows the owners or caterers a space for serving plates, appetizers, larger quantity of drinks, serving platters, etc., when entertaining a group of guests. Sometimes this is in a butler's pantry and sometimes is an extension of the kitchen/breakfast nook areas.

Kent Barnes, CKD, Kitchens of Austin, has designed a free zone into his brother's kitchen, allowing the teenagers a place to fix their own snacks in the afternoon or even meals in the hectic life of a typical sportsman or parent.

As we step back and see the evolution of design for kitchens, we realize that our lifestyles have shifted primarily due to our activities. The zone approach may be the easy

way to include every family's needs for this most important area of our homes. ■



Barbara Barton, CMKBD, and appliance specialist has shared 30 years of experience with several kitchen and bath dealerships as well as two major appliance distributors. Her current focus as a business consultant, executive coach and educator has been geared to the kitchen and bath, interior design and remodeling industries. Barton has also sold for new home builders in Denver for 12 years, with an understanding of their sales and marketing needs. Contact Barton at bbarton4@comcast.net.



The Iron/Occasions integrated top and bowl kitchen island from **Kohler** is a durable twist on cast iron. The island is 39 by 63 in., with the integrated trough sink centered along the entire length of the island. The trough is 8 in. wide, reaching a center depth of 4 in. For more info circle #2

Crafted from durable solid brass, **Jaclo** pot fillers swing out over the stove enabling users to easily reach all burners. Some models feature a smooth folding action which allows for easy storage against the wall with one effortless motion. Select versions feature a front handle with a positive shut-off, eliminating the need to reach over hot appliances to turn off the water. These pot fillers are available in 19 finishes, and are offered in wall and deck-mount applications. For more info circle #4



KITCHEN WORK ZONE RESOURCES

Blanco
For more info circle #7

Dacor
For more info circle #8

Elkay
For more info circle #9

Fisher & Paykel
For more info circle #10

Sharp Electronics
For more info circle #11

Whirlpool
For more info circle #12



The Architect Series II warming drawer from **KitchenAid** accommodates multiple dishes at the same time and features a slow-cook function ideal for roasting beef and poultry. Custom-control technology allows the drawer to be used for various tasks. Two-position racks allow space optimization and sensor temperature control helps prevent food from drying out. For more info circle #5

The Monogram Wall Oven with Advantium Speedcook Technology from **GE Appliances** harnesses the power of intense halogen light to deliver results in minutes. This new wall oven offers four separate cooking modes, including Speedcook technology, True European convection, microwave mode and warming mode. For more info circle #6



Perlick announces the industry's only 48-in. undercounter freezer/refrigerator that is Energy-Star rated. Totalling 12 cu. ft., the 48-in. Signature Series freezer/refrigerator is powered by a single 1,000 Btu variable-speed compressor and is available built-in or freestanding. For more info circle #3



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Eldorado Stone's

Snapped Edge Accent Line is designed to capture the authentic appearance and masonry craftsmanship of natural stone accents. Each stone features irregular and natural randomness to the edge detail. Available in three colors — sand, walnut and pewter — each embodies a unique artisan appearance with random highlights of color on the surface and edge details. For more info circle #29



Napco by Ply Gem introduces American Essence insulated siding backed by a closed-cell expanded polystyrene foam insulation, providing an extra layer of insulation, increasing the wall system's R-value up to 25 percent. LEED and National Green Building Standard points

are possible using this siding. It also can contribute credits for Energy Star-qualified new homes. It comes in 14 colors. For more info circle #30



Jenn-Air's new Trifecta dishwasher is designed with entertaining features for the high-end homeowner. Entertaining modes include one-hour wash that allows for quick cleaning of dishes before guests arrive, and a plate warmer cycle to keep food warm before dining. A china/crystal cycle delivers a lower pressure wash spray to gently wash china and crystal, while a steam clean option is for stemware. A top-rack only option is also available. For more info circle #28



Kolbe's Majesta windows satisfy a desire for large double-hung wood windows. These made-to-order units will be available in sizes as large as 6 by 12 ft. with high-performance glass, as well as a selection of hardware, colors and finishes. A new lock complements the hardware choices and is offered in brass, rustic umber and brushed nickel. Options include a double row of heavy-duty weatherstripping around all sides of the sash, plus a triple-glazed glass. For more info circle #31



CertainTeed introduces its EnerGen photovoltaic solar power roofing system. It is designed for ease of installation and improved aesthetics. The system features Uni-Solar thin-film laminates that integrate with traditional asphalt roofing shingles. A lightweight design requires no rooftop penetrations, and the laminates lie flush with traditional roofing shingles. Photo: Courtesy Michigan Governor's Mansion. For more info circle #32

LifeTime Lumber is a low-maintenance, eco-friendly and fire-resistant deck, dock and fence material designed as a unique, wood-alternative lumber made from inert material recovered from the electric power generation industry. It is said not to rot, be affected by termites, support mold and mildew, absorb water or significantly expand or contract. For more info circle #33



Regency Fireplaces offers the Horizon HZ42 and See-Thru HZ42ST gas fireplaces. Both feature clean lines, wide panoramic viewing areas, reflective inner panels and multiple firebed options includ-

ing spa stones, pebbles and crystals. Other Horizon fireplaces feature a curved firebed and picture-frame quality finish, shallow depths and a unit ideal for small contemporary living spaces. For more info circle #34



Eclipse Technologies' Aira retractable screens and awning systems contribute points to LEED-certified projects and are designed to increase energy efficiency, provide protection from pests and improve overall quality of life. No-slam gear-driven technology and mesh options such as claw-proof pet screens, and Sheerweave solar screens that are Greenguard certified for indoor air quality round out the product line. For more info circle #35

More renovations, additions and new homes are including an Inclinator® elevator because it helps baby boomers and seniors live more comfortably in their homes longer.

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The Solé Power Tile from **U.S. Tile** is a photovoltaic roofing product designed for curved roofing systems. It blends with several styles of the manufacturer's clay tiles, providing energy and preserving a home's roofline. The combination of clay and solar tiles delivers the Spanish-style aesthetics of traditional curved clay tile roofs commonly found in the Pacific West and Southwest. For more info circle #37

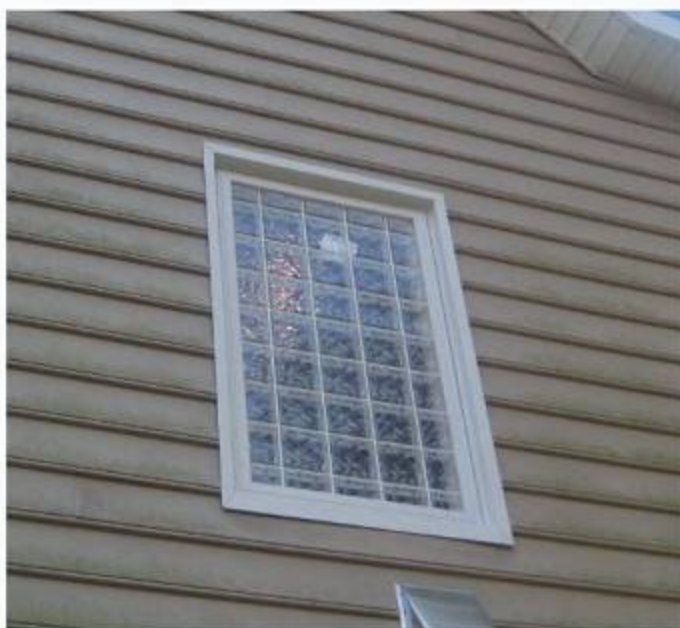
The Tek4 Motion Sensing Alarm by **Ryobi** includes features such as remote control for on-the-go arming and disarming, infrared motion detection for larger protection coverage, multiple mounting options for convenience, and weather resistance. It is ideal for protecting tools and equipment on unfinished jobsites, and comes with a two-year warranty. For more info circle #38



Samsung offers the Free Joint Multi series of multi-zone air-conditioning systems, which allows 2, 3 or 4 evaporators to be connected to a single outdoor unit, providing the flexibility to customize installations. It is powered by a single condenser and features capacities of 9, 12 or 18,000 Btu with total capacities ranging from 24,000 to 36,000 Btu. Multiple zones can be created for spaces such as a media room, workout room or home office. For more info circle #39

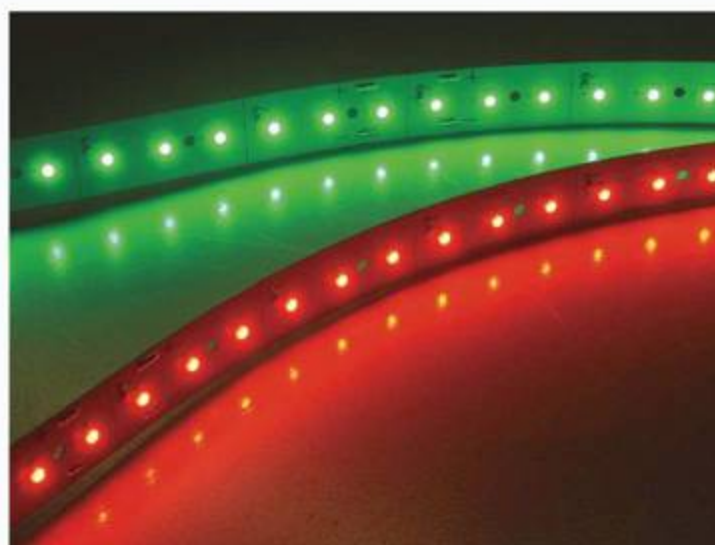


Behr Process Corp. launched Behrpro.com for the professional contractor. The site features tools to help contractors grow their businesses, increase jobsite productivity and stay connected to the trade. It also features supply solutions designed to provide world-class service and build longterm partnerships with professional clients. Direct to Pro offers free order delivery to the jobsite or local Home Depot store. For more info circle #40



Easy-to-operate casement, awning, single-hung and hopper accent acrylic block windows from **Hy-Lite/U.S. Block Windows** offer maximum airflow, beauty and privacy. Crank-out operations allow ventilation in spaces such as bathrooms, kitchens, laundry rooms and basements, while controlling privacy and light flow. Acrylic blocks come in clear wave or green wave styles and many other privacy styles as well, and are framed in vinyl. For more info circle #41

Solid Wood Closets creates closet organizing systems made with 100 percent real solid hardwood. No MDF, melamine, particle board, plywood or wood veneer is used in construction. Features include full panels, a furniture-quality finish, quality metal hardware and simple installation. Orders can be shipped in 48 hours. For more info circle #42

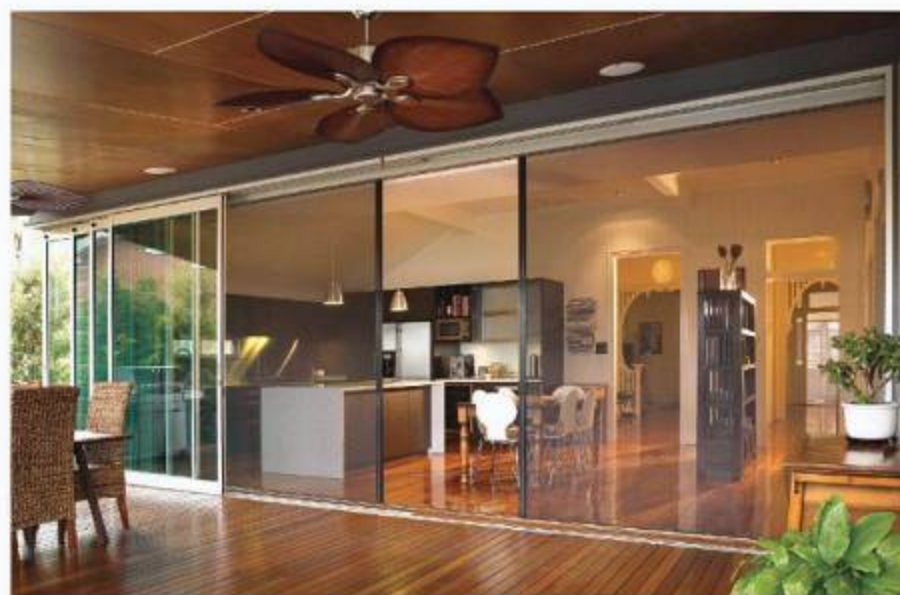


Walls, countertops and tables can come alive with a chic glow from **LED Inc.'s** Flexible Strip. The LED light can be used along any edge needing a dramatic lift, as the strips bend up to a radius of 44 mm. They also are 100 percent dimmable and can be cut to any size. Available in six colors including red, blue, green, amber, white and warm white, the strips are sold in sets of 10, 20-in. long strips each with 30 LEDs. For more info circle #43



Lutron Electronics' Kirbé vertical drapery system pulls draperies up and completely out of the way at the touch of a button. It is designed for residential applications where draperies are desired, but stack-back blocks the window and impedes the view. The system is offered with sheer fabrics or a blackout roller shade for privacy or total light blockage. For more info circle #44

Centor Architectural's new SIE Eco-Screen is a large horizontal retractable screen and blind system (up to 24 ft.) for windows and doors. It is designed to overcome problems such as limited size options, obstructed views, performance issues and inability to keep insects out. Ideal for large openings leading to outdoor living spaces, it allows for sweeping views, natural light and fresh air. For more info circle #45



Moen offers the ioDigital bathing system that allows consumers the ability to set and maintain water temperature and flow similarly to car radio presets. The Roman Tub interface allows an ideal temperature and water height to be set for up to three users, and recall the settings with the touch of a button. A remote control is available as an option, and a top-off feature is available as well. For more info circle #46

CORPORATE NOTES

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clean lines for easy cleaning. The one and two piece vitreous china toilets feature washdown technology, pushing waste from the bowl for greater drain line carry.

Caroma toilets are available in several styles and bowl shapes. There are nine tank styles ranging from contemporary to traditional, and depending on tank, there are up to six bowl options. The high efficiency Profile Smart toilet with integrated rinse station was introduced in 2009 to provide even greater water savings.

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Bright idea

S kylights are not created equally, and the eChoice product line from Solatube is no exception. The eChoice tubular skylight features a special lining with a higher heat-gain coefficient that helps it qualify for a tax credit.

The entire line of eChoice skylights features overall improved thermal performance, says Cynthia Sener, vice president of marketing, Solatube International. "The key thing to remember here is we wanted performance higher or more efficient than Energy Star requirements. This skylight is not transferring any heat but most of the light. It features superior light performance [reflects 99.7 percent of the light it captures] and unrivaled thermal performance. But at the end of the day what matters is homeowners can get a 30 percent tax credit by choosing our product," Sener says.

It's important to remember the tax credit lasts only through the end of 2010, Sener says. "This is the year to install one for tax timing. If it's installed in 2010, you can visit www.solatube.com/residential/tax-credit-products.php. The tax credit pertains to existing buildings, but our product is best thought of for retrofits so that's good," she says.

Common residential applications include any interior space such as bathrooms, hallways, closets and laundry rooms, but have gone beyond these recently, Sener says. "Today we're seeing these installed in kitchens, media rooms and any entertaining area, in dens and workout areas and home offices. We've even seen them in bedrooms with a dimmer. It's a brilliant way to lighten a dark room. You can transform a room in two hours."

Architects will spec Solatube skylights when planning a custom remodel or new

home because it's important to incorporate it early in the design phase, Sener explains. As an example of why planning can be critical, Sener recalls a large custom home whose owner wanted to bring the skylight down through multiple stories. "You need to plan for that and design a chase to deliver it to the basement."

Solatube skylights come with a high-performance guarantee, thanks partly to the dome,

or "capture zone." The optics of the dome can capture low-angle light even when the sun is lowest in the horizon. They're also designed, Sener says, to reject light that is too intense such as at high noon in June, so the light output is consistent. Bends, curves and even multiple 90-degree bends are no problem for Solatube skylights.

For more information circle 15 or please visit solatube.com. — Rob Heselbarth





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