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GREEN BUILDER[®]

March/April 2025 / www.greenbuildermedia.com



— 2025 —
SUSTAINABLE
PRODUCTS OF
THE YEAR

Despite global uncertainty, a great surge of innovation is sweeping over the building industry, driven by tech, but manifested by research and hard work. **We showcase the best creations—and the brands behind them.**





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Sustainability Symposium 2025: A Force of Nature is a transformative two-day virtual event exploring groundbreaking innovation and actionable solutions for a sustainable future. From ClimateTech advancements to financial models that bend the emissions curve, industry leaders and visionaries will discuss how to drive change in key areas like enabling technologies, resilient communities, microgrids, and decarbonization. This event promises to equip participants with insights, case studies, and tangible solutions they need to affect positive change. Don't miss this inspiring journey into the future of climate action!

Meet the Presenters:



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CEO of Beazer Homes



Will Sarni
Founder & General Partner,
Water Foundry Ventures



Reuven Carllyse
Founder, Earth Finance & Former
Washington State Senator



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VP Sustainability,
Kohler



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Green Builder Media



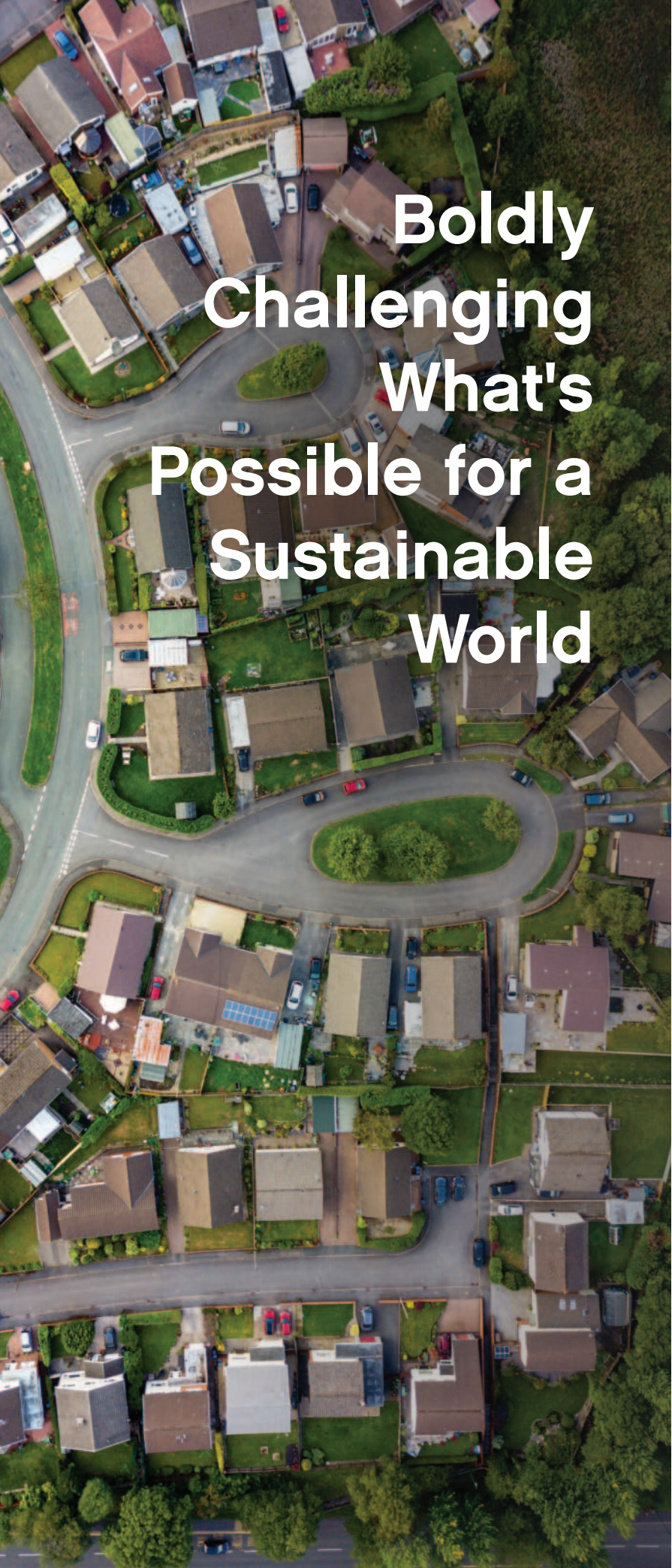
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PHOTO COURTESY OF SAMANTHA CARLIN

BUILDER SHOW HUMS (AND WHISTLES) WITH CAUTIOUS OPTIMISM

AN ENERGETIC TRADE SHOW HIGHLIGHTS AN INDUSTRY THAT'S TRYING TO FOCUS ON THE PRESENT

As I rolled into Vegas in February for the annual Design & Construction Week show, I wasn't sure what to expect. We live in interesting times, for better and worse, as the Chinese proverb goes.

I had just attended the AHR show in Orlando a couple of weeks earlier, and I wondered if the DC&W show would vibrate at the same frequency. It turns out the two industry shows shared the same silent mantra: All is well, until, and unless, it's not.

I'm aware that you, our readers and friends, remain divided on where the political tides are taking us, so I'll do my best to convey the overall mood even-handedly. First, I didn't encounter a hyper-partisan viewpoint from either the vendors or the attendees—meaning neither doom and gloom nor ecstatic glee colored my conversations with CEOs, marketing heads or homebuilders. Are they anxious about the economy, trade conditions, interest rates and housing sales?

Sure, but they're not paralyzed.

In fact, my contacts seemed universally bullish about the future. Part of that positive outlook, I think, comes from pride in the rapid innovations they've made in product performance. They want to talk about the good stuff, and not wring their hands over the shock and awe of daily pronouncements from imperial Washington. They're transfixed by the prosperity of the current moment.

There's certainly no indication that sustainability is on the rocks. In fact, we hit a home run in our partnership with Beazer Homes this year, partnering on the [VISION House Las Vegas](#). Beazer is the first big builder in 30 years to really step up its performance and do it in such a splashy way, with [three outstanding model homes](#).

Almost every company I encountered at the show (with the possible exception of the Lowe's team, who when I pushed them about sustainability efforts kept saying, "We're a big box retailer," as if that excused them from planetary concerns) is pushing forward with new offerings and top-down commitments to reduce carbon impacts. Even gas-friendly manufacturers such as Noritz have gone to great lengths to add a new ["hydrogen fuel ready"](#) component to their wall-mounted water heaters.

We received a record number of entries for our Sustainable Product of the Year Awards this year, and our editor picks illustrate innovation on many levels. Manufacturers have spent millions developing better products over the last decade. They're not rolling the clock back. New toilets are not going to start wasting more water. Consumers are not going to give up their induction cooktops to go back to gas. Sustainability is a bottom-line issue, not a whim. A zero-waste factory is more practical than a sloppy, high-energy operation.

That's not to say the industry isn't paying attention to the news.

I used to fly private planes. My instructor once told me not to be afraid on a commercial flight unless the pilot starts to whistle. That's when you start looking for the parachutes. I didn't hear anyone whistling at the show, but maybe they're just holding their breath, hoping they won't NEED to fly through the storm on the horizon. **GB**



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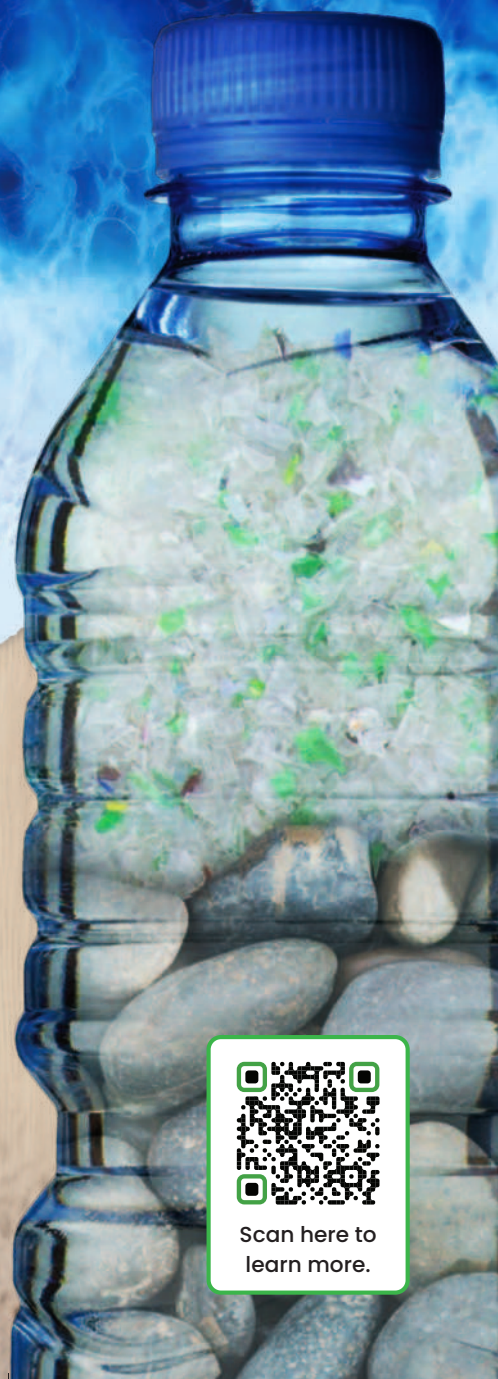
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Justified Optimism?

Despite economic concerns, most builders still believe 2025 will be a good year.

It may be a shaky economy so far, but the green building industry is staying optimistic. According to a new report from the architecture and housing software sourcebook Houzz, more than 3 in 5 firms in the construction and design sectors have a positive business outlook for 2025. Optimism is most widespread among specialty contractors, with 73 percent reporting having a “good” or “very good” outlook, followed by interior designers (70 percent), design-build firms (68 percent), and general contractors (61 percent). Architects are the most conservative group, with 60 percent having a positive view and nearly a third (32 percent) feeling “neutral.”

Meanwhile, green construction and design businesses anticipate higher revenue in 2025 vs. 2024. Specialty contractors and general contractors expect double-digit revenue growth in 2025 of 12.4 percent and 11.3 percent, respectively. Architects, design-build firms, landscaping and outdoor service firms, and interior designers foresee growth rates of 9 percent to 9.4 percent. Businesses providing specialty interior services are the only group with lower revenue growth expectations (7.1 percent for 2025 vs. 8.2 percent for 2024).

More firms in sustainable construction and design expect the national economy and their local economies to improve rather than worsen. More



Good times ahead? Members of the construction industry want to stay positive in 2025 and expect to have better sales and profits overall than in 2024.

CREDIT: ISTOCK/PEOPLEIMAGES

than half of businesses across all seven groups (51 percent to 77 percent) anticipate higher demand for services in 2025. **GB**

New Lower-Power Stove Offers Plug-and-Play Induction

This induction model runs on half as much energy and operates using a basic power plug.

California startup, Copper, has developed the appliance industry’s first four-burner induction stove and oven capable of functioning on 120-volt electric power. The stove, named “Charlie,” uses a rechargeable lithium-ion battery that can operate the unit for several hours between charges, or continuously while plugged in. The appliance will also charge up when electrical rates are low, allowing people to cook without incurring peak-rate electrical charges.

According to Copper CEO Sam Calisch, Charlie offers several environmental benefits. An electric stove does not release pollutants into the air like natural gas-powered units, there is no heat lost during cooking, and some



Powerful option. A new 120-volt induction stove by manufacturer Copper enables a household to switch to an electric stove in place of a natural gas model.

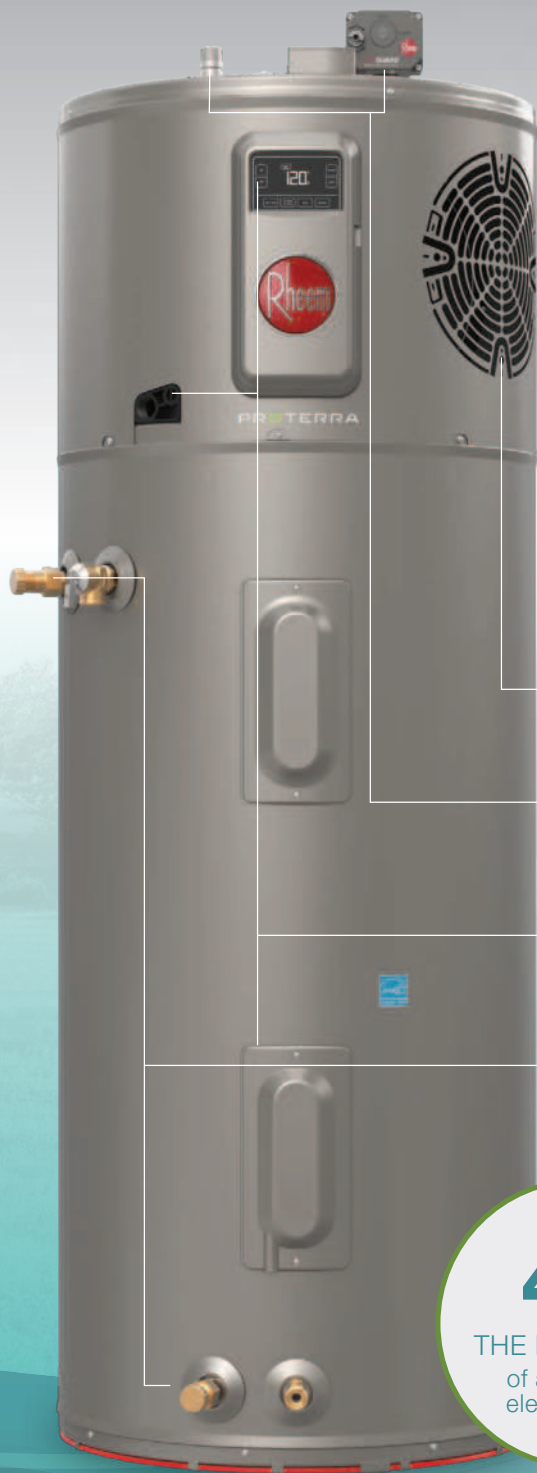
CREDIT: COURTESY OF COPPER

components are made from recycled materials. There are other plusses, such as no need for a homeowner to rewire a house with one or more 220-volt outlets when switching from gas to electric.

On the flip side, Copper stoves aren’t cheap: The base model starts at \$6,000. Tax incentives, if available, can reduce that price by about 30 percent. The company expects 1,000 units to be in homes by mid 2025. **GB**



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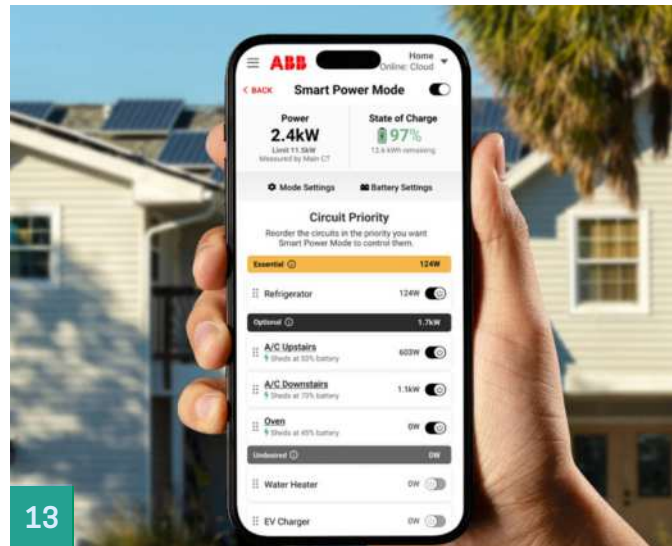
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"To see the upgrades and understand them takes peeling back another layer of details and looking at the actual equipment on a more-granular level." [PAGE 50](#)

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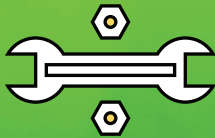
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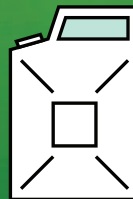
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WASTE REDUCTION



BIO FUEL



GREEN CHEMISTRY

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BY J.V. ROBERTSON

When it comes to Green Builder's "Sustainable Products of the Year" lineup for 2025, it's all about how things are built. Whether we're talking about smart technology or siding, what a home is made of is as important as what's in it.

Our 2025 roster features items that encourage sustainability through clean design and energy efficient construction. For veteran companies, reappearing on our list reinforces their enviro-friendly commitments. For first timers, it's a chance to demonstrate their sustainable savvy and engineering.



Appliances



Electrolux Front Load Laundry Pair ELFW77388AA and ELFE7738AA

When washing clothes, even something as simple as the water temperature can dramatically affect not just household energy costs and carbon emissions, but clothing longevity itself. Cold-water washing is friendlier to your clothes and the environment, but washing in warm water has traditionally been more effective at treating stains. Now, the Electrolux *Front Load Laundry Pair*, also known as the *700* series, aims to change that by providing a cold-water wash that doesn't sacrifice cleaning performance for eco-friendliness.

Unlike most other washers, the *700* series displays its preference for cold water by listing it first on the temperature settings. It even defaults to cold water if no specifications for the wash are set. The environmental impact of different wash cycles are conveyed to users via a new care meter, which charts the sustainability of each option with a readout of up to three leaves.

Alternatively, if some clothes just need a little "freshening up," the *700* series includes a specialized, 15-minute "Wear it Again" cycle, which uses steam and tumbling to remove pet hair and reduce odors and wrinkles, all without the direct use of the washer. The washer also includes a cold sanitize option, allowing users to pair a cold-water wash and laundry sanitizer, and several optimizations for pod-based detergents.

FOR MORE INFORMATION: WWW.ELECTROLUX.COM



LG 6.3 cubic foot Smart Induction Slide-in Range with Convection and Air Fry

As increasing numbers of induction cookers enter the market, consumers are beginning to look for ranges that offer more than just the benefits of induction cooking. The LG *Smart Induction Slide-In Range with Convection and Air Fry* is an enhanced induction stovetop with LG *ThinQ* app integration, which provides a standout cooking experience.

Using LG's electromagnetic induction technology, the range sports fast heating, even cooking, and precise temperature control, all while using 5 percent to 10 percent less energy than radiant energy cooktops, and up to three times less than gas. Sensors in the range ensure the induction elements only activate in the presence of compatible cookware, and LG's compatibility indicator helps to ensure maximum energy efficiency by rating cookware when it's placed on the stovetop.

Meanwhile, the oven's *ProBake Convection* system offers a low cook time and energy cost, thanks to even heat distribution. Convection heat is also used with the built-in Air Fry feature, allowing for a healthier, faster, and more energy efficient alternative to more traditional, oil-based frying methods.

FOR MORE INFORMATION: WWW.LG.COM



SKS 36-inch Pro Induction Range

Sporting a stainless-steel body, pro handle, and large oven window, the SKS *36-inch Pro Induction Range* looks like it belongs in a professional kitchen. Its function is just as pleasing as its form—thanks to its 6.3 cubic foot convection oven; an 11-inch, dual center induction stovetop; and built-in Wi-Fi and LG *ThinQ* app integration, the range feels just as luxurious as it appears.

The *36-inch Pro Induction Range's* 7,000-watt induction element provides professional performance, while its two Flex Cooking Zones each offer 3,700W, increasing the range's flexibility and adaptability to cookware of all sizes. The range's spacious convection oven—powered by SKS's *ProHeat Convection System*—provides even heat distribution across 13 cooking modes, including gourmet steam, air fry, and steam *sous vide*.

The system operates via SKS's exclusive *Smart Knobs*, which combine intuitive control with an illuminated display for a precise cooking experience. Additionally, the range's 10-minute Speed Clean cycle, which washes out a lightly soiled oven interior using only water, makes cleaning the oven as easy as cooking with it.

FOR MORE INFORMATION: WWW.SIGNATUREKITCHENSUITE.COM/EN-US/

Cooling and Heating



American Standard Gold 17 Multi-Speed Heat Pump

With variable compressor speed, self-protection features, and reliable cold-weather performance, the American Standard Gold 17 Multi-Speed Heat Pump delivers a comfortable, reliable, and energy efficient heating and cooling experience, with an SEER2 rating of up to 17.1. The system also touts impressive installation flexibility, thanks to its 24-volt control.

Compared to a traditional staged system heat pump, the Gold 17's heating capacity is maintained at lower ambient temperatures, increasing heating efficiency and removing the need for backup heat. The unit is reliable in cold weather, maintaining 100 percent heating capacity down to 30 degrees Fahrenheit, and up to 70 percent capacity down to 5 degrees F.

The Gold 17 is equipped with a bevy of self-protection features to prevent component damage and reduce the need for unit changeouts. The system's current status and self-diagnostics are viewable via an onboard, 7-segment LED display, ensuring its operational ability is always knowable at a glance.

FOR MORE INFORMATION: WWW.AMERICANSTANDARDAIR.COM



Bosch IDS Ultra Cold Climate Heat Pump

Ironically, most heat pumps aren't designed to perform in especially cold climates. Bosch is addressing this with its IDS Ultra Cold Climate Heat Pump, the first of its kind from the brand.

Making use of an environmentally friendly A2L refrigerant, R-454B, and boasting demand response capability to better combat periods of extreme climate and temperature impact, the IDS Ultra is capable of operating at 100 percent heating capacity at outdoor temperatures as low as 5 degrees Fahrenheit (2.1 COP), and will continue to operate at reduced capacity down to minus 13 degrees F. It accomplishes these feats by transferring heat, rather than generating it.

In addition to its low temperature heating capabilities, the IDS Ultra also sports impressive inverter technology, capable of achieving up to 19 SEER2. The pump is available in both 4- and 5-ton capacities, ensuring a comfortable installation in a variety of locations.

FOR MORE INFORMATION: WWW.BOSCH-HOMECOMFORT.COM/US/EN/

Samsung Hylex (Hybrid Flexible Single) heat pump system

While some companies have developed comprehensive heating and cooling systems to encourage sustainability, Samsung's Hylex (Hybrid Flexible Single) heat pump system has taken a different approach. Thanks to its compact form factor, simple installation, and universal compatibility, the Hylex combines environmental consciousness with cost-effectiveness in a method all its own.

The Hylex heat pump system uses inverter-driven, transfer-based technology to minimize energy consumption and reduce carbon emissions when compared to combustion or resistance heating methods, without sacrificing effectiveness. Its small size and easily handled design saves space, reduces materials required for housing, and decreases labor and transportation resources during installation.

However, the unit's most impressive feature is its universal compatibility. The Hylex can connect to any coil with a Thermal Expansion Valve, allowing homeowners to reuse existing refrigerant piping and control wiring, rather than requiring that they install an entirely new suite of components. Its compatibility with R-454B refrigerant also ensures that the Hylex remains in step with current environmental standards.

FOR MORE INFORMATION: WWW.SAMUNGHVAC.COM





Cooling and Heating

(Continued)

Carrier Domestic Hot Water Air-to-Water (DHW A2W) Heat Pump

Carrier's *DHW A2W Heat Pump* system uses the latest refrigerant technology to deliver a complete heating and cooling solution that meets all hot water needs. It achieves this via a compact, outdoor unit—making it an ideal choice for residential new builds, as well as retrofits.

With a focus on energy efficiency and environmental sustainability, the *DHW A2W Heat Pump* operates with a Coefficient of Performance (COP) of up to 4.9, providing energy savings compared to traditional heating methods. This results in reduced carbon emissions and lower utility bills for homeowners, while helping builders meet increasingly stringent energy codes and environmental regulations. The unit runs at sound levels of 52–56 decibels for minimal disruption. Integrated smart controls, with intuitive user interfaces and remote access, make it easy to operate.

The *DHW A2W Heat Pump* system is virtually a plug-and-play solution for dealers and installers. The system is kitted to include the heat pump, hot water tanks, an indoor control panel, and all the main fittings required for installation under a single part number. This comprehensive approach significantly simplifies the selection process and eliminates the need for contractors to determine and size necessary fittings.

FOR MORE INFORMATION: WWW.CARRIER.COM/



GE Profile GeoSpring Smart Hybrid Heat Pump Water Heater

For the technologically minded homeowner, the *GE Profile GeoSpring Smart Hybrid Heat Pump Water Heater* combines energy efficiency with the total control provided by smart features. In addition, its versatile 240- and 120-volt installation options allow for unparalleled location flexibility, with the 120-volt configuration enabling use of a standard outlet.

GE Profile GeoSpring includes multiple modes of operation, allowing users to easily adjust the intensity of the pump's operation, and therefore its cost and environmental impact. Built-in demand response capabilities—which optimize energy use when rates are lowest, and use a thermal battery to heat water during off-peak hours—contribute to a best-in-class energy efficiency. The unit is up to 4.7 times more efficient than standard electric heaters, and up to 20 percent more efficient than other heat pumps. The patented, integrated electronic mixing valve operates the pump's *FlexCapacity* feature, providing up to 60 percent more hot water.

The *SmartHQ* app allows owners to view energy usage and costs, adjust the unit's temperature capacity, and set custom schedules. The *GE Profile GeoSpring* also incorporates Wireless Leak Detection and Smart Valve Shutoff, saving homeowners from potential extra costs and water damage.

FOR MORE INFORMATION: WWW.GEAPPLIANCESAIRANDWATER.COM/



Smart Solar Solar Assisted Heat Pump Water Heater

When looking for an alternative to natural gas-powered water heaters, some people take an all-electric route. Some of those persons also look to the sun. Smart Solar's *Solar Assisted Heat Pump Water Heater* combines solar power and outside air with ultra-efficient heat pump technology to provide abundant, low-cost hot water all year long.

With *Solar Assisted Heat Pump Water Heaters*, evaporator panels are mounted outside, so no fans, filters, or drains are necessary, reducing maintenance and noise level. Unlike common heat pump water heaters, heat is harvested from the exterior, so there is no need for interior air space from which to "steal" heat. Using renewable energy helps reduce overall electricity consumption by more than 50 percent compared to common electric resistance water heaters.

Because Smart Solar systems are ENERGY STAR certified and qualify for federal tax credit and state rebate programs, they yield a net cost comparable to common hybrid heat pump water heaters.

FOR MORE INFORMATION: [HTTPS://SMARTSOLARWATERHEATER.COM/](https://smartsolarwaterheater.com/)

Trane 15 Single-Stage Heat Pump with WeatherGuard

With a SEER2 rating of up to 17 and an HSPF2 of up to 8.5, the *Trane 15 Single-Stage Heat Pump with WeatherGuard* provides homeowners with sustainable household heating and cooling, while simultaneously saving them money on their utility bills all year-round.

The *15 Single-Stage Heat Pump* makes use of R-454B refrigerant, ensuring its inclusion in current environmental regulations and lowering its climate impact. Its *WeatherGuard* mechanisms keep components protected against environmental damage, thus extending the unit's longevity and cutting down on the need for replacements.

Notably, the *15 Single-Stage Heat Pump with WeatherGuard* is one of the only single-stage systems currently available that qualifies for tax credit.

FOR MORE INFORMATION: [WWW.TRANE.COM/](http://www.trane.com/)





Decking, Roofing and Siding —

Euroshield Recycled Roofing

Acquiring a luxurious natural slate or wood shake roofing style comes with excessive waste, a higher cost for premium materials, and limited longevity. Manufacturer *Euroshield* offers an alternative with its recycled roofing product, *Euroshield*, 70 percent of which is made from durable, recycled tires. Overall, 95 percent of the roofing is recycled.

Roughly 250 to 1,000 rubber tires are used to produce a *Euroshield* roof for an average-sized home, and the scrap generated during the installation process can be collected and recycled again—virtually eliminating environmentally harmful waste. As of the end of 2024, more than 3.5 million trees have been diverted from landfills.

There's also durability: Real slate shingles are susceptible to damage and cracking, while mold growth from rain and other elements compromise wood and asphalt roofing material. As a result, these types of roofing shingles last 12-15 years. *Euroshield* shingles can last up to 50 years in some of the worst weather events.

FOR MORE INFORMATION: WWW.EUROSHIELDROOFING.COM/



LP SmartSide Trim & Siding

Engineered for durability, the *LP SmartSide Trim & Siding* portfolio delivers long-term

benefits for customers and the environment. The products capture and retain carbon originally stored in trees throughout their lifespans, and they are carbon negative with substantially lower emissions compared to other cladding options. They're also made with 100 percent sustainably sourced wood fiber, and they look like the real thing.

LP SmartSide Trim & Siding is designed to withstand harsh weather and provide a home with superior resistance to impact damage, including golf ball-sized hail.

LP Building Solutions regularly evaluates environmental performance and product longevity via life cycle assessments (LCAs) and Environmental Product Declarations (EPDs). These tools help customers compare product sustainability and examine the environmental footprint of a product from raw materials to product end-of-life. A 2023 update on the LCA and EPD for *LP SmartSide Trim & Siding* calculated the energy and materials required from cradle-to-grave for *LP SmartSide* products in North America, affirming their carbon negativity.

FOR MORE INFORMATION: WWW.LPCORP.COM/PRODUCTS/SIDING-TRIM

James Hardie Hardie Architectural Panel

In their continued commitment to the identification and development of sustainable and attractive architectural solutions, James Hardie has created the *Hardie Architectural Panel*, an infusion of stucco-inspired design, natural materials, and superior durability.

The *Hardie Architectural Panel* is constructed out of fiber cement, resulting in a durable, water-resistant material that has all of the aesthetic charm of stucco, but suffers none of its characteristic brittleness. Fiber cement is capable of withstanding damage from various natural disasters, from fires to floods, and is an ASTM E136-compliant noncombustible cladding.

Available in three distinct stucco-inspired alternatives, as well as a distinctive, linear pattern, the *Hardie Architectural Panel's* impressive construction is further supported by use of the *Hardie Zone System*, which provides siding for optimal performance based on the climate where the product is being used.

FOR MORE INFORMATION: WWW.JAMESHARDIE.COM/



Trex TrexSelect Decking with SunComfortable Heat Mitigating Technology

Expanding upon Trex's legacy of sustainable decking options, the new *TrexSelect Decking with SunComfortable Heat Mitigating Technology* offerings are durable, attractive, and environmentally conscious decking solutions. The solid board profile is engineered from 95 percent recycled and reclaimed content, and sports all of the visual appeal of wood, but none of the environmental weaknesses or specialized maintenance requirements.

Trex's proprietary *SunComfortable* heat mitigating technology further enhances the new TrexSelect Decking options, conferring advanced heat-mitigation properties into the shell of the boards themselves. *TrexSelect Decking* boards with *SunComfortable* technology reflect the sun, keeping the deck surface cooler than other offerings of similar color.

TrexSelect Decking boards won't rot or warp, and won't need sanding, staining, or sealing. They're also submersible and fully rated for Wild Urban Interface (WUI) compliance, making them cost-effective and eco-friendly solutions for marine and fire-risk environments.

FOR MORE INFORMATION: WWW.TREX.COM/

Modern Mill ACRE Wood Substitute

Homeowners looking to incorporate the aesthetics of woods like ipe, cedar, and teak, without the environmental impact of harvesting real wood, should consider Modern Mill's *ACRE*. Though it looks like rich, tropical wood, *ACRE* is made from upcycled, locally sourced rice hulls, a byproduct of rice production that would otherwise be left to decompose in a landfill.

Since it isn't natural wood, *ACRE* isn't susceptible to the same weaknesses, such as water, weather, rot, and pests. Furthermore, the rice hull material is easy to repair and reuse, with scrapped materials from production simply being repurposed to create new products elsewhere.

ACRE's unique material is made without the use of phenol, formaldehyde, adhesives, VOCs, or forever chemicals, making it not just more sustainable, but safer for indoor and outdoor environments. *ACRE* is Clean Air GOLD Certified by the California Department of Public Health, and contributes to LEED certification points, supporting sustainable building practices.

FOR MORE INFORMATION: WWW.MODERN-MILL.COM/



Westlake Royal Roofing Newpoint Concrete Roof Tiles

Durable, efficient, eco-friendly, and attractive, Westlake Royal's *Newpoint Concrete Roof Tiles* combine form and function to provide a conscious option for construction and renovation projects alike. Locally sourced from naturally occurring resources, the tiles are completely recyclable at the end of their lifespan, contributing to a sustainable living model even after they're gone.

Sporting a Class A fire rating, with certain variations also achieving Class 3 or 4 hail ratings, *Newpoint Concrete Roof Tiles* are viable for a range of extreme-weather locales. Despite this resilience, they aren't overly heavy, and there are several especially lightweight options are specifically for retrofit applications.

With a wide variety of colors and profiles, the tiles can match any home's aesthetic at no cost to their sustainability or reliability. In fact, several Newpoint colors are rated with high Solar Reflectance Index (SRI) values by the Cool Roof Rating Council, attesting to the reflective properties of the colors themselves lowering CO₂ and other emissions associated with fossil fuel-generated electricity.

FOR MORE INFORMATION: WWW.WESTLAKEROYALROOFING.COM/NEWPOINT-CONCRETE/



Doors and Windows

JELD-WEN *Second Nature Environmentally Conscious Door Collection*

Crafted using sustainably sourced and/or recycled wood materials, the JELD-WEN *Second Nature Environmentally Conscious Door Collection* blends sustainability and style while minimizing environmental impact.

Each door in the *Second Nature Environmentally Conscious Door Collection* features skins, internal components, and/or engineered solid cores made from recycled and sustainably sourced wood fiber. The composite materials are engineered to resist warping, splitting and cracking, resulting in a final product that's more durable than a virgin wood door, and can even be easier to paint.

Furthermore, *Second Nature Environmentally Conscious Door Collection* products are extensively tested and validated. The collection sports accolades from SCS Global Services for "No Added Urea Formaldehyde," is GREENGUARD Gold Certified for Low Chemical Emissions, and is compliant with USGBC's LEED rating system requirements for material resources and indoor environmental quality credits.

FOR MORE INFORMATION: WWW.JELD-WEN.COM/EN-US/SECONDNATURE



MITER Brands' *Diamond Glass* laminated glass unit

Built off of Corning Architectural Technical Glass, MITER Brands' *Diamond Glass* is a supremely strong laminated glass that can withstand hurricane-force winds. Despite its impressive impact resistance, *Diamond Glass* is roughly two-thirds as thick and twice as light as most similarly rated glass on the market.

Thanks to its dramatically smaller and lighter profile, *Diamond Glass* has a much smaller manufacturing cost than other glass of similar strength. The laminated glass uses roughly 40 percent less glass per square foot of glass manufactured, and has a lower carbon footprint than that of architectural soda lime glass.

The reduced form of *Diamond Glass* continues to confer environmental benefits even after its production. Due to its low weight, *Diamond Glass* requires the use of less fuel to transport it to and from job sites, and promotes less damage to transportation equipment, resulting in less frequent repairs.

FOR MORE INFORMATION: WWW.MITERBRANDS.COM/

Cornerstone Simonton 5500 Collection vinyl window

Cornerstone Building Brand's *Simonton 5500 Collection* offers homeowners a sustainable, high-performance window solution that enhances year-round energy efficiency and lowers the global carbon footprint. The dual-pane and triple-pane versions are available in region-specific ENERGY STAR glass packages, ensuring optimal performance in any climate.

The premium vinyl used in the *Simonton 5500 Collection* reduces heat transfer, helping to maintain comfortable indoor temperatures regardless of external weather conditions. Unlike other materials, vinyl does not conduct heat or cold easily, making it an ideal choice for energy-efficient windows. All *5500 Collection* windows come standard with *ProSolar Low-E* glass, which optimizes heat retention in winter and heat deflection in summer. These coatings also block harmful ultraviolet rays, protecting indoor furnishings from fading.

The space between the glass panes is filled with argon gas, which provides better insulation than air. This innovation enhances thermal performance, further reducing energy consumption. An optional solid silicone foam, *Super Spacer*, creates a nonconductive thermal barrier that also provides an airtight seal.

FOR MORE INFORMATION: WWW.SIMONTON.COM/



Therma-Tru Veris Collection

Therma-Tru's *Veris Collection* brings together style and substance in a series of high-quality, virtually maintenance-free options, including pivot, hinged, folding, and sliding doors. Comprised of the highest-quality aluminum, stainless steel, and polymer components, each door in the *Veris Collection* is made of elements that work seamlessly with each other.

All doors in the *Veris Collection* feature thermal break elements, which separate the interior and exterior aluminum components in order to reduce heat and cold transfer between indoor and outdoor environments. In addition to reducing condensation, thermal break designs improve energy efficiency by aiding in the regulation of interior temperatures.

The *Veris Collection* supports a variety of glass insets and coatings to improve each door's durability, longevity, and appearance, as well as the energy efficiency of the home and the longevity of its furniture.

FOR MORE INFORMATION: WWW.THERMATRU.COM/





Fixtures



Duravit *SensoWash u* toilet

A sustainable shower toilet for the contemporary bathroom, the Duravit *SensoWash u* is a sleek, convenient, and hygienic modern convenience. The skirted design incorporates a special spray wand with variable settings, each of which is further customizable for water intensity, temperature, and wand positioning.

The *SensoWash u* has a variety of convenient features, including automatic opening and closing, seat heating, and up to two personal flushing profiles. These features can be controlled by the *SensoWash* remote or app, bringing user ease and comfort to the forefront.

That said, the *SensoWash u* is no slouch when it comes to sustainability. The shower toilet comes equipped with Duravit's *Rimless Technology*, which rinses the entire surface of the bowl using the least amount of water possible, and an intelligent energy saving mode, which is automatically activated when the *SensoWash u* is not in use for 24 hours.

FOR MORE INFORMATION: WWW.DURAVIT.US/



KOHLER *WasteLAB Vox Sink*

Kohler Co. has a reputation for converting its own material waste back into usable product. Such is the case with the *KOHLER WasteLAB Vox Sink*, which is produced using more than 70 percent recycled manufacturing materials, largely sourced from the Kohler Co. factory in Wisconsin.

By combining vitreous cull—crushed glaze and refuse from rejected, do-not-sell products—foundry dust filtered out of the factory air, and foundry sand used in the process of casting iron, Kohler Co. has a sustainable sink largely out of materials that would have been otherwise redirected to a local landfill.

While the sink might be constructed from waste materials, you'd never be able to tell from the resulting product. With a sleek and contemporary design; symmetrical, deep basin; and smooth, rounded edges, the *WasteLAB Vox Sink* can stand shoulder to shoulder with less sustainable, made-from-scratch alternatives—if not ahead of them.

FOR MORE INFORMATION: WWW.KOHLER.COM/EN/



Niagara *HydroTech Non-Electric Bidet Seat*

Despite their prevalence in other parts of the world, American consumers are only just beginning to grow acclimated to shower toilets and bidets. Niagara hopes to bring make the new personal hygiene experience a little more accessible and sustainable with the *HydroTech Non-Electric Bidet Seat*, which maximizes the hygienic and comfort benefits of a bidet with water-efficient technology and thoughtful engineering, all without using any electricity at all.

Constructed from premium materials, including a stainless-steel supply hose and a durable metal T-valve, the *HydroTech Non-Electric Bidet Seat* is reliable and robust. However, it's also precise and restrained, with fine-tuned nozzles and adjustable pressure settings that ensure effective cleaning while minimizing water waste.

The *HydroTech Non-Electric Bidet Seat* is also easy to clean, sporting a quick-release button and tool-free installation. Lastly, its easy, tool-free installation allows it to be quickly and seamlessly installed in any bathroom, regardless of skill level.

FOR MORE INFORMATION: WWW.NIAGARACORP.COM/



Cosmo Cabinets plastic leg leveler system

Made entirely from recycled materials, Cosmo Cabinets' plastic leg leveler system is a new ergonomic and sustainability feature, applied on every Cosmo Cabinets installation. The system keeps cabinets 4.5 inches above the floor, but it can be increased to as high as 6.5 inches with just a screwdriver.

Cosmo Cabinets' plastic leg leveler system reduces or completely eliminates the likelihood of water damage occurring to cabinets on which it's installed by simply keeping cabinets off of the ground. Each leg of the system can support up to 330 pounds, meaning the system as a whole is robust enough to handle cabinets of nearly any size and contents.

The system also includes a matching, detachable toe kick, which can be easily removed in the event of a water leak for easy cleaning. The toe kick also enables a person to stand closer to the cabinet without needing to lean over, making it ideal for those with difficulty standing for a long time.

FOR MORE INFORMATION: WWW.COSMOCABINETS.COM/

Fusion Air Lighting Downlight with Integrated Air Diffusion

Fusion Air Lighting Partners' *Fusion Air 6-inch 90-degree Downlight with Integrated Air Diffusion* combines advanced lighting technology with efficient air distribution. This innovative product integrates air diffusion for heating and cooling, eliminating the need for traditional registers and enhancing the architectural appeal of any space.

An advanced LED recessed fixture designed for shallow plenum spaces, the downlight's design decreases the number of holes cut into a ceiling from a traditional setup. Having fewer penetrations in the ceiling means less heat or cold will escape or infiltrate the envelope of the home, meaning it requires less work for the heating and cooling system, and extends its life.

Fusion Air is suitable for ceilings up to 1 inch thick. It is compatible with standard 6-inch LED retrofit modules. The LED light engine is line dimmable and rated for use in insulated ceilings. It is UL Listed and Title 24 Compliant. The product is suitable for new and retrofitted homes.

FOR MORE INFORMATION: WWW.FUSIONAIRLIGHTING.COM/





Floors, Surfaces and Walls —



Caesarstone ICON CSF – Advanced Fusion Surface

Developed with the same attention to detail and environmental focus for which Caesarstone is known, *ICON* offers rich aesthetic detail while being one of the most environmentally conscious products of its kind. Suitable for everything from modern kitchens to private bathrooms, the surface is notable for being virtually Crystalline Silica-Free (CSF).

Caesarstone ICON's unique formula ensures a surface with less than 1 percent crystalline silica. In addition, *Caesarstone ICON* is an Advanced Fusion surface, meaning it's made with up to 80 percent recycled post-industrial glass, resulting in a surface construction that reduces waste and conserves natural resources, without compromising on build quality or finish.

The product's lack of crystalline silica results in healthier indoor air quality, netting *Caesarstone ICON* several environmental certifications, including GREENGUARD Gold. The surfaces are available in a wide variety of new colors and designs, but Caesarstone has also elevated select existing designs to CSF formulas.

FOR MORE INFORMATION: WWW.STUDIO.CAESARSTONEUS.COM/KBIS/

Mohawk SolidTech R flooring

Mohawk has partnered with Plastic Bank to help address the global plastic crisis, resulting in their *SolidTech R* flooring. Sleek, durable and environmentally friendly, *SolidTech R* introduces a new standard in PVC-free flooring.

Made from the equivalent of 20 plastic water bottles, *SolidTech R*'s conscious construction is further bolstered by its unique, natural stone recycled core. Not only does this make *SolidTech R*'s planks more eco-friendly, it also dramatically improves their durability over standard SPC flooring, with better joint connectivity, and higher impact and scratch resistance.

SolidTech R is more durable and more sustainable than SPC alternatives, and it has a variety of design options and customizations for consumers. With up to 30 unique plank designs and zero-loss color detail, any *SolidTech R* floor will last longer than a standard SPC counterpart, and it will look good doing it.

FOR MORE INFORMATION: WWW.MOHAWKBUILD.COM/



Portola Paints Lime Wash

Locally manufactured in small batches to ensure consistency, Portola Paints' *Lime Wash* is more than just a surface paint. Made with natural ingredients and free of harmful chemicals, *Lime Wash* is a safe and sustainable choice for the household.

Crafted from natural lime and water, *Lime Wash* continues Portola Paints' trend of using natural, locally sourced ingredients in their products. The highly breathable paint also helps regulate humidity and temperature in the rooms to which it's applied, improving air quality and creating a healthier and more cost-efficient space.

Lime Wash's color may evolve over time, but its low-odor, VOC-free formulation remains just as consistent as when it's first applied, keeping the environment safe and healthy. It's also naturally antimicrobial, with a formula that prevents mold and mildew growth, meaning it can be applied in even the dampest areas.

FOR MORE INFORMATION: WWW.PORTOLAPAINTS.COM/



Supreen ultra-soft sustainable textiles

Supreen, already well-known for its quality and eco-conscious practices, has developed a line of new, ultra-soft, sustainable upholstery textiles using the environmentally friendly Thermoplastic Polyurethane (TPU) backing. The new line combines Supreen's liquid barrier and stain resistance with enhanced softness, suppleness and sustainability.

Like all Supreen upholstery, the new line of textiles is Prop 65, REACH, RoHS, and HHI compliant. Also, the use of TPU expands upon the brand's already documented commitment to sustainability, courtesy of the material's recyclability, biodegradability, and lower energy and chemical production cost when compared to standard polyurethane. The product continues to be free of perfluoroalkoxy alkanes (PFAs) and fluorocarbons.

Supreen's patented manufacturing process eliminates 99 percent of invisible contaminants, while also embedding silicone-based stain protection deep within the textile fibers. This means that not only are the new textiles more environmentally conscious, but they're also more durable against stains and damage, and yes, ultra-soft.

FOR MORE INFORMATION: WWW.SUPREENFABRIC.COM/

Daltile Panoramic Elestial porcelain slabs

Designed to replicate the aesthetics of natural stone and marble slabs while providing the performance of porcelain tile, Daltile's Panoramic Elestial slabs are durable, versatile, and easy to maintain. They're also environmentally friendly, thanks to Daltile's uniquely sustainable makeup and manufacturing process.

The Elestial slabs are made from natural materials such as water, clay, sand, feldspar, and other minerals. More than 99 percent of Daltile's Panoramic slabs contain recycled or reclaimed materials, but none of them have VOCs, PVCs, allergens, or formaldehyde. Daltile also recovers and reuses 84 percent to 100 percent of the process wastewater generated during the porcelain manufacturing process.

With their sustainability and durability, Panoramic slabs are a cost-effective and eco-friendly choice for household furnishings. They're also aesthetically pleasing, with a variety of designs that are almost identical to authentic stone and marble.

FOR MORE INFORMATION: WWW.DAL TILE.COM



The Good Plastic Company M/R Walls x Polygood Collection

A collaboration between wall products maker The Good Plastic Company and designer Mario Romano, the M/R Walls x Polygood Collection combines certified environmentally friendly practices with acclaimed aesthetic presentation. Each panel is made from 100 percent recycled and recyclable materials, and is constructed using Romano's patented digital fabrication technology.

Created using recycled refrigerators, electronics, and industrial waste, each constructed Polygood panel diverts roughly 110 pounds of plastic waste away from landfills. The panels are also technically impressive, sporting outsized durability and waterproofing for their light weight.

Launching in five exclusive Romano designs, the M/R Walls x Polygood Collection offers options for not just feature walls, but also elevator walls, screens and ceilings. The user-friendly installation process ensures that any and every design configuration is as accessible as it is durable and sustainable.

FOR MORE INFORMATION: WWW.POLYGOOD.COM/





Indoor Air Quality (IAQ)

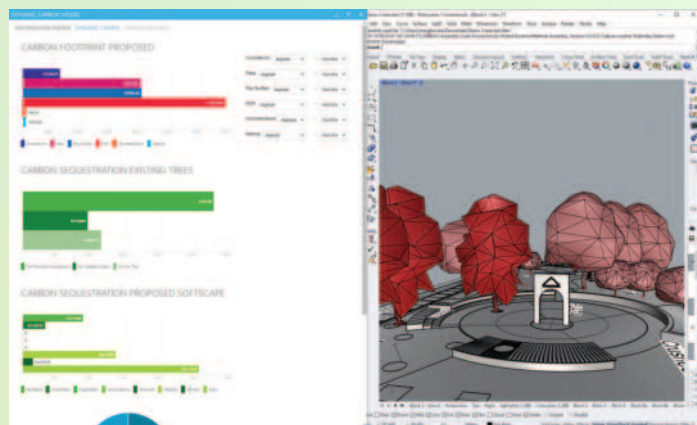
HumiFresh Hybrid 200 ERV/HRV system

The *HumiFresh Hybrid 200* is a very innovative energy enthalpic recovery ventilation and heat recovery ventilation (ERV + HRV) system that controls indoor air features and exchanges air, providing the whole house with a cleaner indoor atmosphere. An all-season climate control unit, it's also the only dual-core combined ventilation system available on the market.

This ERV core continually sends stale, damp air and toxins to the outside without wasting heating or cooling dollars. In cooling seasons, it prevents the humidity from coming into the home, while keeping the air cool and fresh. In heating season, the process is reversed, humidity levels remain comfortable but not too dry, and the heat is retained inside. *HumiFresh Hybrid 200* can also circulate air to the basement or a crawlspace; this air mass helps control the lower level's air quality and virtually eliminates humidity.

Meanwhile, the *Hybrid 200* app gives the user unlimited access to all settings and controls, real-time unit conditions, and the ability to change unit speed when needed.

FOR MORE INFORMATION: [HTTPS://HUMIDEX.COM/EN/](https://humidex.com/en/)



Arcadis Dynamic Carbon Model

In most cases, carbon accounting in landscape can only occur after materials have already been selected, and construction has already begun. Arcadis changes this with its *Dynamic Carbon Model (DCM)*, which allows designers and architects to measure embodied carbon upfront, before finalizing material and strategy decisions.

The *DCM* uses parametric design technology alongside a comprehensive database of material Life Cycle Assessments (LCAs) and Environmental Product Declarations (EPDs). This combination of technology and background allows the *DCM* to assign carbon values directly to materials and production strategies, allowing designers to make informed, sustainability-driven decisions before breaking ground on a project.

Thanks to the tool's real-time feedback, users can optimize material selections and strategies based on immediate carbon impact assessments. This allows architectural and design projects to be sustainably minded from the very beginning, rather than pushed into environmentally friendly solutions midway through development.

FOR MORE INFORMATION: WWW.ARCADIS.COM/EN-CA/EXPERTISE/ARCHITECTURE

Panasonic *BalancedHome Elite* and *Elite Plus* ERVs

Designed to improve air quality, Panasonic's *BalancedHome Ventilation Solutions* continuously pump fresh air into the home while removing stale, polluted air. Available in *Elite* and *Elite Plus* options, these energy recovery ventilators (ERVs) feature a number of enhancements over standard ERVs that increase efficiency and convenience.

Boasting a Sensible Recovery Efficiency (SRE) rating of 82 percent at 32 degrees Fahrenheit, *BalancedHome* ventilators are capable of recovering a significant amount of heat and moisture from outgoing air for use in conditioning fresh, incoming air in a wide range of climates. Their hygroscopic core prevents homes from becoming too dry or humid, and their *SmartFlow* technology automatically adjusts the system to maximize efficiency, regardless of household duct layout.

The *BalancedHome* series is designed with high-quality materials to ensure reliable, quiet operation. Thanks to a touch-screen LED wall control and a real-time Fault Indicator Display (FID), the system ensures that diagnostics, maintenance and efficiency information, and control are readily available to the consumer.

FOR MORE INFORMATION: WWW.IAQ.NA.PANASONIC.COM/BALANCEDHOME



Insulation



Henry Blueskin VP Tech

A true first of its kind, the *Henry Blueskin VP Tech* integrated panel combines the *Henry Blueskin VP100* self-sealing and drainable, weather-resistive barrier, Type II R5 Graphite Polystyrene (GPS) insulation, and a patent-pending vertical and horizontal seam-sealing overlay. The result is an integrated design that fully seals against adjacent panels, allowing for full, continuous insulation that's already bundled with thermal, air, and moisture protection.

Offering substantial improvements for homebuilders and owners alike, the *Henry Blueskin VP Tech* integrated panel can lower a home's HERS score by as much as 5 points, and already complies with ENERGY STAR and Zero Energy Ready Home (ZERH) program requirements. Independent testing even showed a 73 percent reduction in air changes per hour, when the *Henry Blueskin VP Tech* panel was installed in an unvented attic with open-cell spray foam.

The panel's light weight and integrated seam sealing make installation easier, safer, and up to 30 percent faster than traditional WRB and CI installations. It can even be cut in the field, using everything from track saws to utility knives.

FOR MORE INFORMATION: WWW3.HENRY.COM/VPTECH

BASF ENERTITE X Open-cell Spray Foam

BASF's *ENERTITE* line of open-cell spray foam insulation systems has a reputation for superior performance and eco-friendliness, with each formulation achieving GREENGUARD Gold certification for low VOC emissions. Its new formula, *ENERTITE X*, further streamlines the insulation process by completely eliminating the need for the intumescent ignition barrier coating in small-form configurations.

In addition to reducing labor time and installation costs thanks to its streamlined usage, *ENERTITE X* is 14 percent high renewable bio-content, enhancing sustainability. Its R rating of R-13 allows for minimal waste generation, resulting in minimized dripping and reduced cleanup compared to other open-cell systems.

ENERTITE X's composition has been independently validated through UL Solutions' Environmental Claims Validation. The spray foam has also been approved in NFPA 285 cavity wall assemblies, due to its impressive fire performance.

FOR MORE INFORMATION: WWW.SPF.BASF.COM/





Insulation

(Continued)



Nu-Wool *ECOCELL Batt and Blanket Insulation*

Eco-friendly, non-irritating, and easy to install, Nu-Wool's *ECOCELL Batt and Blanket Insulation* system combines environmental consciousness with peak insulating performance. The non-irritating cellulose-based system is manufactured with high recycled content, and is itself 100 percent recyclable, while still providing the same benefits as traditional insulation.

ECOCELL batts, made from at least 70 percent recycled content, are a sustainable and effective alternative to traditional fiberglass or mineral wool batts. Designed for friction-fit installation, the batts can provide thermal performance and sound absorption wherever they can fit, including wall cavities, rim joists, floors, stairs, attics, and other traditionally troublesome insulation areas.

Meanwhile, *ECOCELL* blankets have the same manufacturing specifications and non-irritating properties as their batt counterparts, but are more suited to unfinished basement walls, crawlspaces, and other unframed areas. Both *ECOCELL* blankets and batts boast a Class A fire rating as well, providing that much more safety against flames.

FOR MORE INFORMATION: WWW.NUWOOL.COM/

Carlisle SFI *SealTite PRO OCX*

Meeting standards like the AC-377 Appendix X and achieving USDA BioPreferred Program certification, Carlisle Spray Home Insulation's *SealTite PRO OCX* open-cell insulating spray foam provides exceptional insulation in a sustainably minded way, enhancing energy efficiency without negatively impacting the environment.

Containing roughly 14 percent renewable biobased material in its formula, *SFI SealTite PRO OCX* has a low carbon footprint and contributes to the reduction of greenhouse gases. With an R-Value of 3.7 at 1 inch, it also effectively reduces heat transfer, helping to maintain a stable indoor temperature and lower energy costs.

SealTite PRO OCX is safe to use without an ignition barrier in select spaces, allowing for an easier, faster, and more cost-effective installation. This product is designed for use in various settings, including commercial buildings and residential homes, particularly in attics and crawl spaces where traditional insulation might be challenging to install.

FOR MORE INFORMATION: WWW.CARLISLESFI.COM



Smart Tech

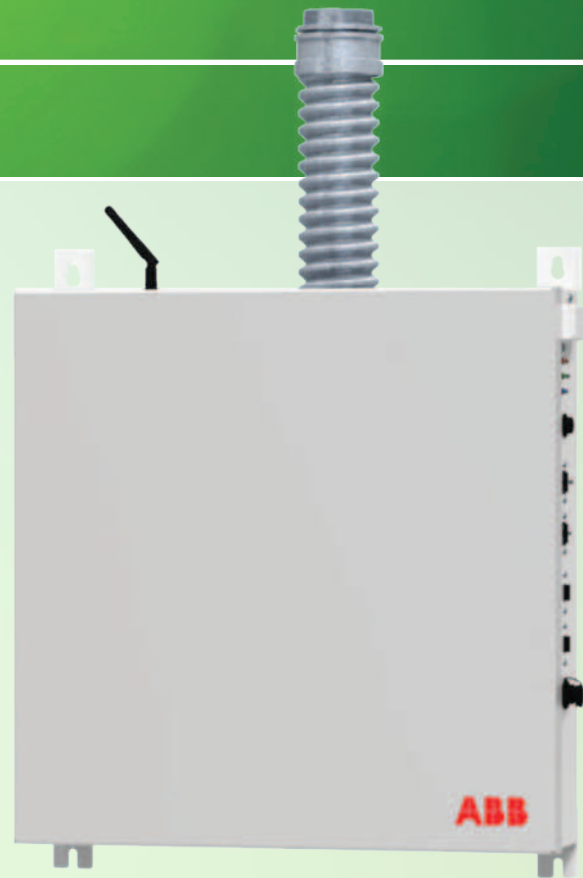
ABB ReliaHome Smart Panel

Designed to dynamically control the home's highest-consumption energy loads, the *ReliaHome Smart Panel* saves homeowners money while also improving their energy usage. Notably, the panel supports near-universal compatibility, allowing it to be installed alongside any pre-existing load center and solar, energy storage, and standby generator systems.

Controlled via an easy-to-use app, the *ReliaHome Smart Panel* has a variety of scenarios available to allow homeowners to tailor their energy usage around their lives, from automatic balancing of different electric appliances based on usage, to a specialized "vacation mode" designed to maximize energy efficiency while homeowners are away. The system's innovative *PanelGuard* feature prevents appliances from shutting off mid-cycle when power consumption needs to be lowered.

For builders, the *ReliaHome Smart Panel* comes pre-wired and labeled, allowing simple, easy installation and commissioning. The panel's energy management features also reduce the need to upgrade electrical services or acquire larger load centers, saving on installation fees and lowering environmental impact.

FOR MORE INFORMATION: WWW.ELECTRIFICATION.US.ABB.COM/



Plumis Automist fire protection system

Automist from fire suppression system manufacturer Plumis thinks and works like a firefighter would to save more lives and preserve property. According to the company, *Automist* is the only home system that targets the fire at its source, operates early for faster suppression and uses 10 times less water.

The system detects fires faster with intelligent technology that senses heat and uses an advanced algorithm to respond quicker than traditional sprinklers. *Automist* has achieved UL Certification, becoming the world's first targeted residential water mist fire protection system to gain third-party certification under UL2167A.

Automist uses a "dry hose" system, meaning it won't freeze or burst in cold weather and is far less likely to be damaged during earthquakes. Because the system is fed from existing mains water supplies without the need for piping upgrades, tank installations and bulky pumps, the unobtrusive design fits any décor.

FOR MORE INFORMATION: WWW.PLUMIS.COM/AUTOMIST-YOUR-HOME





Smart Tech (Continued)



Moen Flo Smart Water Monitor and Shutoff

Part of Moen's "Mission Moen" sustainability initiative, the *Flo Smart Water Monitor and Shutoff* is designed to lower household water usage and notify homeowners of leaks and other issues as soon as they occur. Installed directly into the main power supply, the unit's *MicroLeak* and *FloSense 3.0 Technologies* allow it to analyze any home's unique water usage patterns and detect leaks as small as one drop per minute.

At the first sign of change, the *Flo Smart Water Monitor and Shutoff* automatically shuts off the water supply, preventing damage and reducing water waste. Users can receive real-time alerts on the system's status and the potential presence of leaks via text, phone call, or *Moen's Smart Water Network* app, allowing them to take immediate action against new issues.

In addition to reducing water waste through leak detection, the *Flo Smart Water Monitor and Shutoff* allows homeowners to monitor water usage by fixture type, via the *Smart Water Network* app. Users can use the information to set conservation goals within the app to maximize their household water efficiency.

FOR MORE INFORMATION: WWW.SHOP.MOEN.COM/

Schneider Electric QO Smart Panel

Designed with flexibility in mind, Schneider Electric's *QO Smart Panel* brings smart connectivity to standard home electrical systems. The easy-to-install, modular panel is fully compatible with the *Schneider Home* app, allowing users to control only the energy loads they need to control, combining energy efficiency with user convenience.

The system can also leverage Schneider Electric's *Square D QO Plug-on Neutral Electrical Panel*, allowing for greater control of home power loads with 20-, 30-, and 60-amp sizes. Additional offerings, like the *Square D Control Relays* and the *Schneider Energy Monitor*, provide further control and product synergy across the home, reducing environmental impact and energy cost in the process.

Regardless of whether they're installing or upgrading a *Square D QO Plug-on Neutral Electrical Panel*, or simply modifying a pre-existing electrical system, the *Schneider Electric QO Smart Panel* always provides circuit-level control and system-wide energy monitoring. As a result, the panel saves energy and lowers operating costs for any home.

FOR MORE INFORMATION: WWW.SE.COM/US/EN/



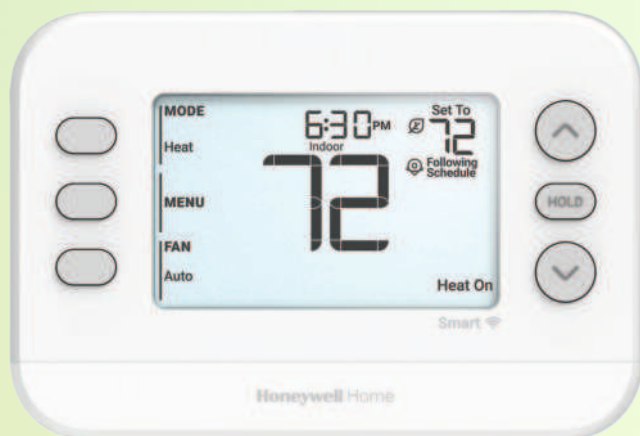
Resideo Honeywell Home FocusPRO S200 smart thermostat

Honeywell Home smart thermostats have a reputation for reducing energy bills, thanks to their efficient scheduling features. Resideo's newest offering, the *Honeywell Home FocusPRO S200*, continues and expands on that practice with onboard air quality monitoring and *First Alert* app integration.

With its easy setup and device- or app-side operating control, the *FocusPRO S200* gives homeowners an accurate, convenient way to monitor Indoor Air Quality (IAQ) and humidity, while also providing timely maintenance and filter replacement reminders to ensure efficient operation. The unit's *First Alert* integration enables an automatic away mode, capable of detecting when all users have left the house, and optimizing energy usage until they return.

FocusPRO S200 users can enroll in a variety of energy management programs offered by many local utilities. Even when using the recommended scheduling utility, however, the thermostat allows users to save an average of 22 percent in heating costs, and 17 percent in cooling costs.

FOR MORE INFORMATION: WWW.RESIDEO.COM/US/EN/



Solar and Energy Storage



Jackery solar roof tile

There's a lot to like about Jackery's upcoming curved solar roof tile: a best-in-class solar cell conversion efficiency of 25 percent; a light weight that makes installations easy; and its resistance to the forces of Mother Nature. But overall, it stands out from the crowd by not standing out.

The product, introduced during CES 2025, features the company's signature 150-degree Smile Curve, with a sleek 35mm bending height. These ensure seamless integration into existing and sophisticated architectural designs. Built using ultra-thin 0.13mm crystalline silicon solar cells, the tiles represent a perfect blend of performance and elegance.

The rooftop system is capable of generating 170 watts per square meter, with a tile generating 38 watts. Also, the tiles are designed to handle extreme weather conditions, from high winds to hail, and sport an impressive effective temperature range of minus 40 degrees Fahrenheit up to 185 degrees F. Jackery expects the tile to be on the market sometime this year.

FOR MORE INFORMATION: WWW.JACKERY.COM/

Savant Power Storage 50

With its easy installation and advanced hardware, the Savant Power Storage 50 (PS50) delivers a safer, greener living experience while reducing dependency and strain on the grid. The system can function as a standalone solution, part of a complete Savant Power System, or part of a larger smart home or smart power project.

Consisting of an integrated inverter and LFP battery software, the PS50 offers optimized power management, high-performance energy storage, and flexible load management capabilities that can maximize performance while minimizing impact and cost. Housing 50 kilowatt hours (kWh) of storage and delivering up to 25 kW of power per battery/inverter stack, the system is highly scalable, with multiple units being able to handle up to 800 amps.

The PS50 is controlled via Savant's award-winning app, allowing homeowners to control their on- and off-grid power, offset peak utility rates, and extend stored energy for maximum benefits. When used in conjunction with the intuitive app and a Savant Power System, the PS50 helps homeowners make the push to a net zero living experience, and fosters energy independence.

FOR MORE INFORMATION: SAV-DOCUMENTATION.S3.AMAZONAWS.COM/



Generac PWRcell 2

Generac's PWRcell 2 strikes the balance between energy optimization and environmental consciousness, thanks to its innovative backup power features and renewable energy source integration. The system optimizes the home's energy consumption while also contributing to lower electricity usage, and is especially effective during periods of high demand.

The primary feature of the PWRcell 2 is its industry-leading 18-kilowatt hour (kWh) storage capacity; the unit stores excess energy generated from solar panels or the grid during off-peak hours when energy costs are lower. Homeowners can then use this energy during peak hours or power outages, lowering grid reliance, energy bills, and reliance on utility providers.

The system's onboard thermostat automatically adjusts temperature settings, lowering the unit's energy usage and extending the lifespan of its stored energy. In addition, the PWRcell 2's smart thermostat integration allows homeowners to monitor and control their energy usage more effectively, even during power outages.

FOR MORE INFORMATION: WWW.GENERAC.COM



Solar and Energy Storage

(Continued)



JinkoSolar *EAGLE G6R*

The JinkoSolar *EAGLE G6R* combines high-performance energy generation, exceptional durability, and sleek design elements to present a solar module that excels in style and substance. Offering impressive performance and dependable energy production in temperate and extreme weather conditions alike, the module is able to withstand hailstones up to 45mm in diameter, and affords similar protection against heavy storms, strong wind, and other harsh weather events.

Built with high-quality materials and engineered with durability, performance, and sustainability in mind, the *G6R* module reduces the need for frequent repairs or costly replacements, while also lowering homeowners' energy bills and reducing reliance on traditional power sources. The module is powered by JinkoSolar's advanced *TOPCon* cell technology, delivering a substantial 440 watts of power, even in low-light conditions.

Thanks to JinkoSolar's unmatched durability standards, the *EAGLE G6R* is capable of operating all year-round, lowering household energy usage and costs. The product's lifespan promotes sustainability and reduces waste, resulting in an efficient, reliable, and aesthetically pleasing solution for sustainable living.

FOR MORE INFORMATION: WWW.JINKOSOLAR.US/EAGLE-G6R/

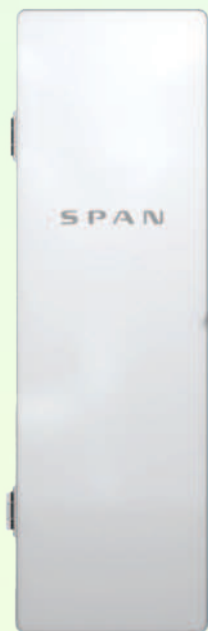
SPAN Panel *MLO 48*

Providing unprecedented power control and tackling common installation challenges, the SPAN Panel *MLO 48* allows homeowners to directly manage their energy usage and reduce their environmental footprint and household operating costs. It does all of this while prioritizing safety; it's the only smart electrical panel to achieve UL 1741 safety standard certification.

Utilizing SPAN's patent-pending *PowerUp* technology, the *MLO 48* smart panel removes the need for energy service upsizing by balancing home energy usage and tackling load management challenges head-on. By intelligently managing the home's available energy, intensive electrical appliances like heat pumps and induction stoves can be installed even on standard 200-amp services.

The panel features an efficient, user-friendly design, making installation so easy that it can be performed by a single person. No less convenient after installation, the *MLO 48* smart panel is compatible with the SPAN *Home App* for easy visibility and control of household energy usage, as well as recommended features to help lower utility bills.

FOR MORE INFORMATION: WWW.SPAN.IO/PANEL



Eaton *AbleEdge* smart breakers

With their intelligent load management capabilities and widespread residential compatibility, Eaton's *AbleEdge* smart breakers bring higher functionality and lower operating costs to any household. The interoperable and modular system works with all major residential energy storage, solar, and distributed energy resource solutions, and can be used with nearly any home electrical panel that can safely support EV charging.

AbleEdge smart breakers' load management functionality enables homeowners to power precisely what they need, when they need it. The system's flexibility and scalability reduce the need for equipment upgrades, saving money, energy, and time.

By transforming standard load centers into smart panels, *AbleEdge* smart breakers allow homeowners, builders, and contractors to efficiently power their homes in new ways. Whether used in retrofitting or new installations, the breakers combine greater energy control with streamlined installation, to merge convenience with environmental consciousness.

FOR MORE INFORMATION: WWW.EATON.COM/US/EN-US/CATALOG/

Structural Surfaces



Nova Terra Inc. *EcoBlox*

Nova Terra's *EcoBlox* adobe bricks bring eco-friendliness and sustainable practices to the construction industry. Compared to traditionally manufactured masonry blocks, *EcoBlox* are locally sourced, earth-based, and are more environmentally friendly and cost effective.

EcoBlox bricks have up to 94 percent less embodied carbon than standard concrete, and cut energy demand in installations by at least 50 percent. This reduces the bricks' operational carbon output as well. In addition, the earth-based materials naturally regulate humidity levels, preventing mold growth and improving indoor air quality.

The adobe bricks are also exceptionally soundproof and resilient, with fire and wind resistance, and they provide durable shelter in even the most extreme conditions. Thanks to Nova Terra's micro production facilities, *EcoBlox* bricks are always locally produced, reducing reliance on carbon-intensive imports.

FOR MORE INFORMATION: WWW.NOVATERRAUSA.COM/

Arclin *Firepoint* fire-resistant building material

With wildfires now an increasingly dangerous threat to properties nationwide, Arclin's *Firepoint* fortifies homes with a "coat of armor" that resists and slows the spread of flames, minimizing damage. The patented, fire-resistant building material can withstand a blaze for up to 90 minutes on wall assemblies, significantly outperforming traditional materials. The product offers 53 percent more fire resistance than standard code requirements.

Slowing the rate of fire damage helps residents and first responders gain critical extra time to react, ultimately helping to save lives and protect a family's home and valued possessions.

Lightweight and easy to handle, *Firepoint* replaces and eliminates additional or unneeded layers in interior and exterior wall assemblies, offers efficiency in materials and labor, and provides the flexibility to use any cladding—all while reducing construction time. The product is available for single- and multi-family homes.

FOR MORE INFORMATION: WWW.FIREPOINT.ARCLIN.COM/



Carbon Limit *CaptureCrete*

Concrete, the world's most widely used building material, accounts for 8 percent of global CO₂ emissions. Carbon Limit's *CaptureCrete* addresses this by combining Direct Air Capture (DAC) technology with CO₂ mineralization, integrating carbon capture directly into their materials and transforming concrete into an active, permanent carbon capture and storage solution.

CaptureCrete's DAC technology reduces the carbon footprint of concrete by capturing existing CO₂ from the atmosphere and storing it permanently within the concrete. The stored gas remains thermodynamically stable and is projected to remain trapped for about 1,000 years.

Whether applied to the concrete mixture solution, or added as a Supplementary Cementitious Material, *CaptureCrete* is capable of storing up to 100 kilograms of CO₂ per ton of concrete. Its licensable technology can reduce concrete's total CO₂ emissions by as much as 75 percent.

FOR MORE INFORMATION: WWW.CARBONLIMIT.COM/CAPTURECRETE



Structural Surfaces

(Continued)

TimberTech Aluminum Framing

TimberTech's *Aluminum Framing* is an innovative, eco-friendly, and fire-resistant alternative to traditional wood framing. Engineered with sustainability in mind, *Aluminum Framing* is made with 50 percent recycled aluminum, and is itself fully recyclable at the end of its lifespan.

Thanks to its construction, *Aluminum Framing* is as reliable as it is conscious, supporting longer spans and providing structural stability with fewer material requirements. The advanced design also confers resistance to moisture, rust, corrosion and mold, and sports a Class A fire safety rating, guaranteeing durability and longevity.

Featuring lightweight joints, mechanically attached components, and minimal onsite fabrication, *Aluminum Framing* boasts a simple, low-waste installation process. The sleek, black powder-coated finish never needs touch-up paint on its end cuts, further lowering material use and waste generation.

FOR MORE INFORMATION: WWW.TIMBERTECH.COM/



ClarkDietrich Low Embodied Carbon (LEC) Cold-Formed Steel Framing and Accessories

ClarkDietrich's *Low Embodied Carbon (LEC) Cold-Formed Steel Framing* products are useful for a variety of projects while also cutting down on carbon emissions. They serve as an innovative solution for the growing number of projects where embodied carbon reduction is a goal, including new or remodeled buildings. The products are suitable for a wide range of stakeholders in the building and construction industry, such as developers, owners, general contractors, subcontractors, architects, and engineers.

Rather than use oxygen furnaces for production, ClarkDietrich's *LEC* steel products are manufactured from coils made in Electric Arc Furnace (EAF) mills. The process's higher percentages of recycled steel result in a significantly lower raw material cost and 30.3 percent lower embodied carbon than standard counterparts.

With 91-93 percent of steel accessories' GWP coming from their A1 carbon emissions, *LEC* framing solutions have a dramatically lower carbon footprint than standard alternatives. Builders of all specializations can reduce their projects' carbon footprints immediately.

FOR MORE INFORMATION: WWW.CLARKDIETRICH.ECOMEDS.COM/



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Submersible. Sustainable. SunComfortable™.

Trex Performance-Engineered™, marine-grade decking isn't just 100% submersible, it's also sustainably made in the USA using 95% recycled materials. Plus, Trex decking features SunComfortable™ heat-mitigating technology – making it the right choice for better performance under the water and under the sun.* Learn more at trex.com/docks.

Featuring: Trex Signature® Decking in Whidbey with Trex Signature® Aluminum Railing in Classic White.

**Our SunComfortable™ line of products use heat-mitigating technology. Although engineered to be more comfortable, they can still get hot to the touch when direct sunlight and high temperatures converge for extended periods of time. We therefore recommend shoes, socks, and pet booties, so that you and yours can enjoy living on your deck as much as we've enjoyed innovating it.*

Trex

GREEN BUILDER

SUSTAINABLE BRAND INDEX 2025

When our readers think about green building, here's what comes to mind first.

BY GREEN BUILDER STAFF

There's been a lot of political chaos thus far in 2025, but it hasn't impacted what readers think about manufacturers and the sustainability-driven products that they create. But respondents to our annual Brand Index heartedly delivered choices on everything from the best energy-saving appliances to the cars they like to drive on the job.

Results in three distinct categories—our traditional survey data, market visibility or “mentions,” and public sentiment—are averaged to create a Brand Index Score and derive a company's final ranking among its peers.

This year's finalists include industry giants who continue to lead the way toward sustainability through their actions. A few new ones have joined the party. Overall, our survey shows where a company is doing well, and which improvements it might need to make to move up the ranks.

KEY

Final Brand Index scores were determined by weighted averages of the following three measures:



SURVEY DATA

How our readers ranked each company's sustainability, relative to other companies on our list.

Ranking in terms of how favorably consumers see the company.



SENTIMENT



MENTIONS

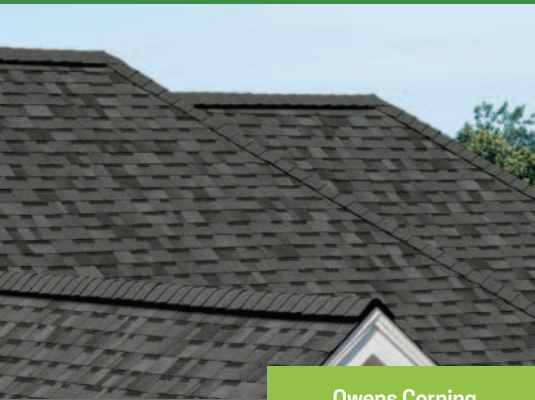
Ranking in terms of number of positive mentions by customers who have used or have heard about the product, or resulting from product marketing.

NOTES

*If a sequential number is missing (or two brands get a “7” score, for instance), it's because two of the top 10 brands tied.

** In some categories, we collected data for more than 10 brands. Only the top 10 overall scores are listed for each product category.

AHF Products	JinkoSolar	Trex
Alarm	Johns Manville	TruStile
Allura	Kelly Moore	Typar
Amarr	Kichler	Valspar
Amazon	Kingspan	Viance
American Standard	Kohler	Viking
American Woodmark	hansgrohe	Vine
A.O. Smith	Lamps Plus	Vivant
Apple	LEDVANCE	WaterFurnace
Atlas Roofing	Lennox	Wayne-Dalton
AZEK	Leviton	Weather Shield
BASF	LG	Wellborn Cabinet
Barrette Outdoor Living	Liebherr	West Fraser
Behr	LIXIL	Western Forest Products
Belkin	Logix	Westlake Royal Building Products
Benjamin Moore	LP Building Solutions	Weyerhaeuser
Benjamin Obdyke	Ludowici	Whirlpool
Blue Planet	Lunawood	Windsor Windows & Doors
Boise Cascade	LUX	Wilsonart
Bosch	Marvin	Wood-Mode
Bradford White	Masonite	York
Brilliant Smart Home System	MasterBrand	Zola
BuildBlock Building Systems	Mercedes-Benz	Tremetol
CabinetWorks Group	MITER Brands	Zehnder
Caesarstone	Miele	
CALI	Milliken	
Cambria	Modern Mill	
Canadian Solar	Moen	
Carlisle	Mohawk	
Carrier	MSI	
CertainTeed	Mullican	
Chevrolet	Navien	
ClimateMaster	Niagara	
Clopay	Nice	
Cooper Lighting Solutions	Nissan	
Cornerstone Building Brands	Nobilis	
Cosentino	Noritz	
Craft Flooring	Nu-Wool	
CREE	Overhead Door	
Crystal Cabinet Works	Owens Corning	
Daikin	Panasonic	
Delta Faucet	PaperStone	
Delta Millworks	Pella	
Dryvit	Pfister	
Dunn Edwards	Philips	
Dupont	Plastpro	
DuPont Surfaces	PPG	
ecobee	Premier Building Systems	
ECOS	Progress Lighting	
EcoStar	ProVia	
EDCO	Raynor	
Electrolux	Renewal by Andersen	
Emerson	Rheem	
Enviroshake	Rinnai	
Fiberon	Rockwool	
First Solar	ROMABIO	
Forbo	Samsung	
Ford	Savant Systems	
Formica Group	Schneider Electric USA	
GAF	Shaw	
GE Appliances	Sherwin-Williams	
GE Lighting	Sierra Pacific Industries	
Geberit	Simpson	
Generac	Simpson Strong Tie	
Generation Lighting	Sonnen	
Georgia-Pacific	Span	
Gerber	Steibel Eltron	
Glidden	Stellantis	
GMC	Subzero	
Google	Sunnova	
GreenFiber	Sunrun	
Haas	Sylvania	
Hanwha Q Cells	Takagi	
Hanwha Surfaces	TAMKO	
Henry	Therma-Tru	
Honeywell	Thermory	
Honeywell Home	Tiles of Italy	
Hormann	TOTO	
Huber Engineered Woods	Toyota	
IceStone	Trane	
IKEA	Tremco	
Jeld-Wen	Trespa	



Owens Corning

BREWING DISCONTENT.

Respondents to our Roofing survey were clearly driven in part by emotion. Six of the top 10 on the roster ranked in or near the bottom half of the entire 15-company lineup. The question is, why? Given the widely varied group of responses, there's no clearcut problem, but they clearly felt like all but the best brands were not "hearing them."

ROOFING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Owens Corning	2.1	2	3	2
2	CertainTeed	3.1	3	4	3
3	GAF <i>(Timberline)</i>	3.5	5	2	1
4	Atlas Roofing	4.0	4	10	4
5	EcoStar	4.9	1	13	10
6	Westlake Royal Building Products <i>(Boral, DaVinci Roofscapes, U.S. Tile, United Steel)</i>	6.5	7	8	5
7	TAMKO	7.3	8	7	6
8	Enviroshake	8.9	6	14	13
9	Ludowici	9.8	11	5	9
9	EDCO	9.8	9	11	11

STRUCTURAL

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Boise Cascade	3.7	3	12	3
2	Premier Building Systems	4.0	1	1	11
3	Western Forest Products	4.9	3	13	6
4	LP Building Solutions	5.9	8	8	1
5	Weyerhaeuser <i>(Trus Joist)</i>	6.2	2	11	13
6	West Fraser <i>(Norbord, Ainsworth)</i>	6.3	6	12	5
7	Logix	6.8	5	2	12
8	Simpson Strong Tie	7.4	9	9	4
9	Georgia-Pacific	7.9	11	7	2
10	BuildBlock Building Systems	8.8	7	4	14



Boise Cascade

INDUSTRY REBUILD.

Positions on our charts can change from year to year, but not like this. Boise Cascade, last year's No. 5, is first, while Weyerhaeuser, last year's No. 1, is now fifth. All but one of the top 10 have switched spots up or down with a competitor. But the gap between these companies is closing, meaning the public is embracing structural products but not being choosy about who produces them.

APPLIANCES

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	LG (Signature Kitchen Suite)	1.6	1	3	1
2	Whirlpool (Whirlpool, JennAir, Amana, KitchenAid, Maytag)	2.8	2	4	4
3	Bosch (Bosch, Gaggenau, Thermador)	3.6	2	7	3
4	GE Appliances (Haier, GE, Profile, Café, Fisher & Paykel, Monogram)	4.9	4	6	7
4	Samsung (Samsung; Dacor)	4.9	5	5	4
6	Electrolux (Electrolux, Frigidaire, Westinghouse)	5.2	6	2	10
7	Miele	6.8	9	1	11
8	Viking	7.8	8	10	6
9	SubZero (Wolf)	9.2	6	11	9
10	Liebherr	95	10	8	8

REPEAT PERFORMER (AGAIN).

The good times continue at LG. The appliance giant is still perceived by the public as the greenest company and lands at No. 1 again. When your worst score comes from public sentiment and you’re ranked third in that category overall, you know you’re doing something right. LG has made at least the Top 3 for a sixth straight year.



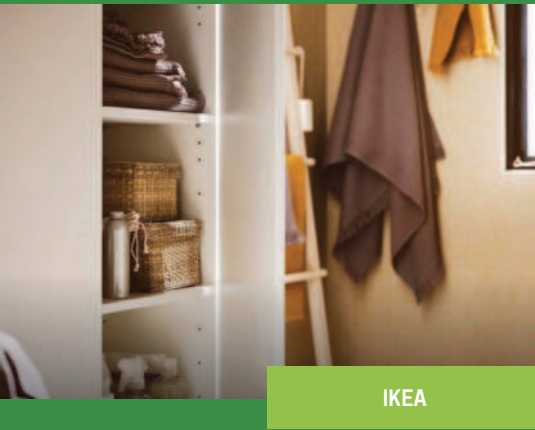
POSITIVE THINKING.

Public opinion means a lot, and that’s what pushed DuPont to the top over rival Owens Corning. DuPont was also one of the most talked about building wrap makers. One takeaway in the lower ranks is that both Typar and Huber seem to be struggling with public perceptions.



BUILDING WRAP

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	DuPont (Tyvek HomeWrap, Weathermate)	1.7	1	2	3
2	Owens Corning (PinkWrap)	2.3	2	5	2
3	Henry (Blueskin; WeatherSmart)	4.8	5	6	4
4	Tremco (EnviroDri)	5.9	3	8	11
5	Benjamin Obdyke (HydroGap)	6.2	4	14	8
6	Kingspan (formerly Pactiv)	6.7	10	4	1
7	CertainTeed (CertaWrap)	6.9	6	12	7
8	Georgia-Pacific (Forcefield)	8.1	7	3	13
9	Typar (TYPAR Building Wrap)	8.2	7	10	10
10	Huber Engineered Woods (ZIP System)	8.8	9	7	9



IKEA

THE GANG'S ALL HERE.

Despite reduced spending by consumers due to inflation, IKEA tops the Cabinets and Shelving category for a second straight year and third time in the past five. Meanwhile, the rest of the pack stays the same for a third year, with the seven runner-ups again swapping places here and there.

CABINETS AND SHELVING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	IKEA	1.1	1	2	1
2	American Woodmark	3.0	3	6	2
3	Cabinetworks Group <i>[[KraftMaid, MasterCraft, Merillat, Medallion]</i>	3.1	2	7	4
4	Wellborn Cabinet	4.4	4	5	5
5	MasterBrand <i>(Aristokraft, Decora, Diamond, Omega)</i>	4.7	5	8	3
6	Crystal Cabinet Works	6.0	6	3	7
7	Wood-Mode	6.4	7	4	6
8	Nobilia	7.3	8	1	8

COUNTERTOPS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	DuPont Surfaces <i>(Corian)</i>	3.0	1	6	6
2	Cambria	3.4	3	7	3
3	Formica Group	5.8	2	13	4
4	Cosentino <i>(Eco, Dekton, Silestone)</i>	6.8	5	11	9
5	Wilsonart	6.9	9	9	2
6	Caesarstone	6.9	6	12	7
7	MSI	7.7	12	2	1
8	IceStone	8.0	4	17	13
9	Hanwha Surfaces <i>(HanStone)</i>	8.4	9	15	5
10	PaperStone	9.5	7	8	15



DuPont Surfaces

CONDITIONAL LOVE.

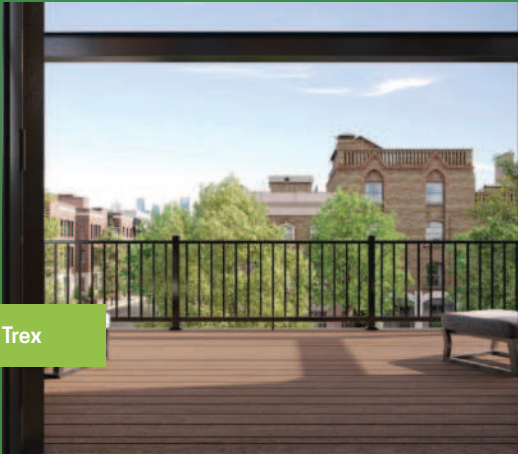
Make it four in a row for DuPont Surfaces, which continues to use sustainably made product lines to stay on top. But overall, it's not great news for countertop makers: All of the returnees from 2024 have suddenly tanked with the public, perhaps a sign that people had other things on their minds.

DECKING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Trex	1.3	1	4	1
2	AZEK (TimberTech)	4.5	5	9	2
3	Westlake Royal Building Products (Zuri)	4.6	4	1	7
4	Barrette Outdoor Living (MoistureShield, DuraLife, Evernew)	5.7	6	9	4
5	Fiberon	6.4	8	7	3
6	CALI (Cali Bamboo)	6.6	3	6	14
7	Western Forest Products (TRUESTYLE)	7.6	6	13	9
8	Viance	7.9	2	16	17
9	Thermory	8.0	10	5	5
10	Modern Mill	9.2	10	8	8

PERFECT SCORE.

Make it 15-0 for Trex, the only company in the history of our survey to never finish less than No. 1. Unlike last year, where the decking giant won a tight race, Trex this time blew all competitors away. It keeps doing what it's been doing: making sure that word gets out about its well-served, quality products.



ENERGY STORAGE

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Generac	3.4	5	8	2
2	Panasonic (EVERVOLT)	4.2	5	6	2
3	Canadian Solar	5.3	7	8	1
4	JinkoSolar	5.4	6	3	5
5	Blue Planet	5.5	4	7	8
6	Sonnen	7.1	8	2	7

NEW FEELINGS.

No newcomers to this list, but a different company takes the lead. Generac overcomes some negative public opinion by making itself known as the industry's energy storage leader. The opposite effort doesn't always work: Consumers love Sonnen, but it needs help with product marketing.



Therma-Tru

MORE DÉJÀ VU.

If the doormakers list looks very familiar, it's because it's (again) a repeat of last year (and the one before that). All of the category's top companies are in the same position, with Therma-Tru leading the way for a seventh consecutive year, and the company remains strong in all ways. Not much has changed with competitors.

DOORS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Therma-Tru	1.8	1	3	3
2	Masonite	2.0	2	5	1
3	Simpson	3.6	3	6	4
4	ProVia	3.7	5	1	2
5	Plastpro	4.4	4	2	6
6	TruStile	5.5	6	4	5

FLOORING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Mohawk	2.4	1	9	3
2	AHF Products (Armstrong Flooring)	3.4	3	10	2
3	Shaw	5.0	4	5	7
4	CALI	5.6	2	14	10
5	MSI	6.3	9	6	1
6	Milliken	6.4	7	4	6
7	Tiles of Italy	6.7	5	1	2
8	Craft Flooring	7.4	6	2	12
9	Forbo	8.3	8	8	9
9	Mullican	8.3	8	8	9

NEW OPTIONS.

The ever-popular Flooring category continues to evolve, with half of this year's finalists making their debuts. MSI leads that group and has the public's interest. Meanwhile, not much has changed among the Top 4. Mohawk dethrones AHF/Armstrong and claims No. 1 for the second time in 3 years. The duo have held the top two spots every year since 2018.



Mohawk

GARAGE DOORS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Overhead Door Company	1.7	1	8	1
2	Windsor	2.9	2	2	5
3	Clopay	3.1	3	7	2
4	Raynor	4.3	5	1	4
5	Wayne-Dalton	5.1	4	3	8
6	Amarr	5.5	7	4	3
7	Haas	6.0	6	6	6
8	Hormann	6.8	7	5	7



Overhead Door Company

OPEN DOOR POLICY.

Between the abundance of new housing and a growing smart technology and controls market, adding a category on garage doors to our surveys seemed inevitable. Our inaugural list is topped by Overhead Door Company, which the public appears lukewarm to, but which is also quickly becoming a household name.

HIGHER PRINCIPLES.

As savage snowstorms and record heat continue to hit the nation, quality HVAC units are increasingly important. LG again leads the pack, primarily because it's the first to come to mind. Most of the other giants have mixed results when it comes to perceived quality. And say hello to WaterFurnace, which knocks Mitsubishi Electric HVAC off the chart.



LG

HVAC

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	LG	1.6	1	7	1
2	Lennox	3.0	2	6	4
3	Trane <i>(RunTru/American Standard)</i>	3.7	2	7	6
4	Carrier	3.8	3	2	6
5	Bosch	4.6	5	10	2
6	Rheem	6.4	6	1	9
7	Daikin (Goodman)	7.0	7	4	8
8	York	9.2	9	4	7
9	ClimateMaster	9.5	7	9	13
9	WaterFurnace	9.9	10	3	12

HOT TOPIC.

American Standard moves into the Top 10, much to the public's joy. Improved marketing could push the company to the top next year. Rheem, Bosch and A.O. Smith continue to shuffle spots within the Top 3, with Rheem ending up on top this time. It's status quo for everybody else.



Rheem

HOT WATER SYSTEMS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Rheem	1.8	2	3	1
2	Bosch	2.6	1	2	6
3	A.O. Smith	3.3	3	9	2
4	Rinnai	4.9	5	3	8
4	American Standard	4.9	3	1	10
6	Bradford White	5.0	5	8	4
7	Noritz	7.3	7	10	7
8	Navien	7.4	9	5	5
9	Takagi	8.1	8	6	9
10	Stiebel Eltron	8.8	9	5	5

INSULATION

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Owens Corning	2.7	3	6	1
2	Dupont	3.7	1	7	8
3	BASF	4.9	5	10	3
4	Carlisle (Insulfoam EPS; SealTite Spray Foam)	5.8	4	1	11
5	GreenFiber	5.9	2	11	12
6	Nu-Wool	6.9	6	3	10
7	CertainTeed	7.1	7	8	7
7	Rockwool	7.1	8	5	6
9	Kingspan	7.2	9	12	2
10	Johns Manville	9.6	12	9	5



Owens Corning

TOP CHOICE.

It's the same good news, bad news story for Owens Corning: No. 1 in the Insulation category for a fifth straight year, but a so-so public sentiment rating. The rest of the pack, particularly DuPont and BASF, is catching up, cutting Owens Corning's hold by about 40 percent vs. last year.

PAINT AND COATING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Sherwin-Williams	1.4	1	5	1
2	Behr	2.4	2	3	3
3	Benjamin Moore	3.2	3	2	4
4	Valspar	3.7	4	7	2
5	Glidden	5.8	6	4	6
6	PPG <i>(Olympic)</i>	6.5	7	8	5
7	ECOS	6.6	4	1	10
8	Dunn Edwards	8.1	9	6	7
9	Kelly Moore	8.2	7	10	4
10	ROMABIO	9.1	10	1	10



Sherwin-Williams

TOUGH TIMES AHEAD?

Sherwin-Williams stays on top for the seventh time in eight years, but its lead is shrinking. Overall, public opinion has improved a little bit for this category’s top 10, in spite of higher product pricing, decreased consumer spending and a shaky economic outlook for 2025. Expect lots of movement among this group in 2026.

QUESTIONABLE FUTURE.

All hail First Solar, which climbs to the top after several years in the Top 3. Everybody on this list made gains during 2024. But questions about the federal government’s changing stance on clean energy is likely to shake up this hierarchy over the next few months.



First Solar

PHOTOVOLTAIC SYSTEMS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	First Solar	4.1	3	5	6
2	Panasonic	5.2	4	4	8
3	Sunnova	5.2	5	10	4
4	Hanwha Q Cells	6.3	6	6	7
5	Sunrun	6.5	8	2	5
6	JinkoSolar	6.8	9	8	2
7	CertainTeed	7.3	7	1	10
8	CanadianSolar	7.6	10	7	3

WINNING COMBINATION.

Philips keeps on doing its thing—keeping builders and consumers happy, and making sure people hear about it—and keeps getting the same result: No. 1 among lighting manufacturers. Lamps Plus makes a surprise appearance to apply quality product pressure on Philips and runner-up GE Lighting/Savant.



Philips

LIGHTING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Philips	2.3	2	8	1
2	GE Lighting (SAVANT)	2.8	1	10	4
3	Lamps Plus	4.4	4	14	2
4	Cooper Lighting Solutions	5.7	5	9	6
5	Sylvania	6.3	3	12	11
6	Kichler	6.4	6	4	8
7	Generation Lighting (formerly Seagull)	7.1	7	2	9
8	Progress Lighting	8.1	8	3	10
9	LEDVANCE	8.6	11	5	5
10	CREE	8.8	9	13	9

PLUMBING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Kohler	1.8	1	9	1
2	Moen	2.5	2	7	2
3	Delta Faucet Co. (Brizo)	3.5	3	5	4
4	TOTO	4.3	4	1	6
5	Niagara	6.2	5	2	10
6	hansgrohe	6.3	6	6	7
7	LIXIL (American Standard)	6.6	9	3	3
8	Geberit	7.9	10	4	5
8	Gerber	7.9	7	10	9
10	Pfister	8.0	8	8	8



Kohler

MORE PIPE DREAMS.

Kohler remains No. 1 in the plumbing category, and the survey remains status quo: It's well respected within the industry, and the brand most recognized by consumers. But there's been no progress when it comes to public sentiment. The same results impact top competitor Moen. Delta Faucet, on the other hand, has upped its game and is moving closer to the top.

SIDING

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	LP Building Solutions <i>(SmartSide)</i>	2.6	2	11	1
2	James Hardie	2.7	3	2	2
3	Westlake Royal Building Products <i>(Cultured Stone, Eldorado Stone, Telesteria, Cedar Renditions, Celect)</i>	3.4	1	1	9
4	Lunawood	6.0	4	12	8
5	Cornerstone Building Brands <i>(Ply-Gem)</i>	6.1	8	4	3
6	Dryvit	6.7	7	13	4
7	Allura	7.2	6	6	10
8	Delta Millworks	8.0	5	17	11
9	AZEK	10.1	13	8	5
10	Trespa	11.6	14	14	6



PRAISE MAKES PERFECT.

For a third year, LP Building Solutions, James Hardie and Westlake Royal Building Products are the industry’s most highly regarded siding manufacturers, and the latter two have definitely gained the public’s trust. LP Building is relying on word of mouth to keep its top spot. Lunawood and Cornerstone Building Brands have rebounded after very unhappy numbers last year.

CONTINUED SUCCESS.

Our four Smart Panels companies continue their solid efforts toward getting people into clean energy housing products. In terms of scores, not much has changed from year to year, with Leviton still ranking No. 1. It’s noteworthy, also, that none of these products came with negative comments or sentiment. So far, the public seems to be “on board.”



Leviton

SMART PANELS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Leviton	1.6	1	4	2
2	Schneider Electric USA	2.4	3	3	1
3	Savant Systems	2.6	2	2	4
4	Span <i>(Span Panel)</i>	3.4	4	1	3

TOP OF THE HEAP.

Solid gains by the list’s top 4—including a perfect score by Amazon—show that the public’s move toward smart technology is heating up. Amazon continues to lead this segment comfortably, while Google, Samsung and Apple are maintaining pursuit but making little headway. After these giants, there’s a definite second tier that appears stuck in neutral with consumers.



SMART HOME TECHNOLOGY

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Amazon <i>(Alexa)</i>	1.0	1	1	1
2	Google <i>(Nest)</i>	2.1	2	3	2
3	Samsung <i>(SmartThings)</i>	3.2	3	2	4
4	Apple <i>(Homekit)</i>	3.7	4	4	3
5	Vivint	6.8	7	11	5
6	Leviton	6.9	5	6	11
7	Belkin	7.5	6	9	10
8	Honeywell <i>(Resideo)</i>	8.0	8	14	6
9	Alarm.com	10.5	12	12	7
10	Nice <i>(Nortek, Elan)</i>	10.6	10	10	12
10	Brilliant Smart Home System	10.6	9	13	13

WORK VEHICLES

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Ford	2.3	3	2	1
2	Toyota	2.7	2	6	3
3	Stellantis <i>(RAM)</i>	2.8	1	1	7
4	Chevrolet	3.3	4	3	2
5	Nissan	5.2	5	7	5
6	GMC	5.3	6	5	4
7	Mercedes-Benz	6.4	7	4	6



ADVANTAGE FORD.

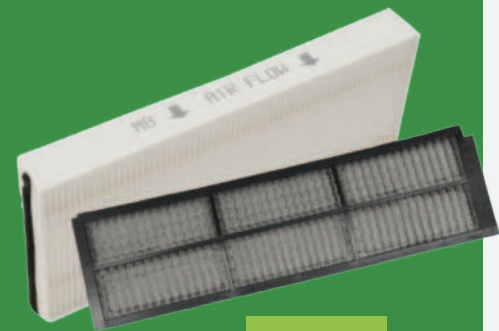
And here we go again: For the 10th time since 2015, Ford and Toyota have swapped places atop the Work Vehicles category. They’ve taken the top two slots every year except 2021. Both companies remain household names, and they have their pluses among consumers, such as price (Ford) and style (Toyota). Expect Stellantis to join the party in 2025.

THERMOSTATS

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Google <i>(Nest)</i>	1.3	1	4	1
2	Bosch	2.9	2	5	4
3	Honeywell Home <i>(Resideo)</i>	3.3	3	6	3
4	ecobee	3.9	5	3	2
5	Carrier	4.1	4	2	5
6	Emerson <i>(Sensi)</i>	5.5	6	1	6
7	LUX	7.4	7	8	8
8	Vine	7.6	8	7	7

HOLDING FIRM.

Google continues a Thermostats stranglehold, with its *Nest* brand carrying the company to No. 1 for a third year. The industry and public still adore the product, with virtually no change in overall scores from year to year. On the bright side, every company’s Brand Index Score rose or remained the same vs. last year, meaning interest in smart thermostats is still growing.



FLYING HIGH.

Aside from AprilAire and Air King swapping places, this year’s Ventilation category hasn’t changed. Panasonic remains at the top of the mountain, and then there’s everyone else. All parts of Panasonic’s Healthy Indoor Living Solutions—energy recovery ventilators, Swidget smart controls, atmosphere and inline fan solutions, and ventilation and purification—remain first choice within the industry.

VENTILATION

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Panasonic	1.6	1	7	1
2	Air King	2.8	2	1	5
3	Delta <i>(Delta Breez)</i>	4.7	3	2	9
4	AprilAire	5.1	6	6	3
4	Broan-NuTone	5.1	5	3	6
6	Fantech <i>(SystemAir)</i>	5.6	4	8	8
7	Zehnder	6.5	8	5	4
8	Renewaire	6.7	7	4	7
9	Greenheck	7.5	10	9	2
10	Soler & Palau USA Ventilation	9.4	9	10	10



Renewal by Andersen

MOVING ON UP.

Several of last year’s contenders—Pella, MITER and Jeld-Wen—took steps to improve their public images and marketing efforts, pushing them right behind eternal Windows leader, Renewal by Andersen. Andersen, however, may need to polish its public image. The company ranked dead last in public sentiment last year.

WINDOW

RANK	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
★	Renewal by Andersen	2.7	1	18	1
2	Pella	3.0	2	6	4
3	MITER Brands <i>(MI Windows and Doors; Milgard)</i>	3.7	3	10	3
4	Jeld-Wen	5.9	6	8	5
5	Cornerstone Building Brands <i>(Ply Gem, Simonton, Atrium, American Craftsman, Silver Line)</i>	6.8	9	11	1
6	Sierra Pacific Industries <i>(Sierra Pacific Windows)</i>	7.1	6	5	10
7	Windsor Windows & Doors	7.6	5	1	15
8	Weather Shield	8.7	4	12	17
9	Marvin	9.4	12	4	6
10	Zola	10.2	11	15	7

BUBBLING UNDER.

Here are some companies that just missed the top 10 in their categories this year. A few are veterans; others are newcomers. All of them need to fine tune a bit to move into the upper echelon of our 2026 listings.

CATEGORY	COMPANY	INDEX AVG	SURVEY DATA	SENTIMENT	MENTIONS
Building Wrap	AMICO	9.8	12	11	5
Countertops	Vetrazzo	9.7	8	16	11
Decking	TAMKO	9.5	10	17	6
Flooring	Interface	10.3	11	13	8
HVAC	Uponor	10.1	10	11	10
Insulation	Knauf	10.0	14	4	4
Lighting	Loxone	10.3	10	7	12
Roofing	Decra	10.5	13	6	7

VISION House® **LASVEGAS**

Crossing the Rubicon



At the peak. The VISION House Las Vegas' Vision model represents decades of design and sustainable solutions developed by Beazer Homes.

CREDIT: COURTESY OF BEAZER HOMES



RAISING THE BAR HIGH ABOVE THE CODE

An **above-and-beyond upgrade** showcases higher-level sustainability.

BY MICHELE LERNER

When your “standard” model home far exceeds the building code, what do you do for an upgrade? You double down. At the VISION House Las Vegas: Crossing the Rubicon project, Beazer Homes, in partnership with Green Builder Media, is demonstrating that new homes built at scale can meet the Department of Energy’s Zero Energy Ready Home (ZERH) standards. By the end of the year (if not sooner), all of Beazer’s homes going forward in every community will be Beazer READY homes that match ZERH standards, estimated to be 40 percent to 50 percent more efficient than a typical new home, among other stringent requirements.

“This entire project has been designed with sustainable living in mind, including the products that we’ve chosen for each model,” says Justin Anderson, director of operations for Beazer Homes. “Our homes were already highly energy efficient, and the base model, The Aurora, is well ahead of code. It’s been really cool to take it to another level with our upgraded model, The Vision.”

The VISION House Las Vegas homes are on display at the 2,200-acre master planned community of Cadence in Henderson, Nevada, just outside of Las Vegas. The project includes two furnished model homes and a deconstructed model to demonstrate what’s behind the walls in Beazer’s READY homes.

“To a homebuyer, the upgraded model won’t look much different from an architectural or design point of view than the base model,” says Elicia Trujillo, director of product and design for Beazer Homes. “To see the upgrades and understand them takes peeling back another layer of details and looking at the actual equipment on a more granular level. For the general buyer, it would be hard to spot all the differences until we call attention to them. That’s where the deconstructed model comes in.”

The Vision model represents the culmination of years of planning at Cadence and decades of Beazer’s experience refining their designs and embracing new sustainable solutions.

“The whole ZERH strategy and concept go back to the initial land planning and the decision to make this an all-electric community,” Trujillo says. “That meant planning and coordination with site development teams, early on, to ensure all aspects of the stringent [Department of Energy] requirements are met.”

Homeowners will benefit from a lower total cost of ownership and a higher level of comfort and quiet, she says.

“It would be very difficult and costly to retrofit a house to meet the standards of The Vision house,” Trujillo says. “The quality assurance starts in the planning and design stage, and runs through the purchasing, construction and installation.”

NEXT-LEVEL ENERGY SAVINGS

Both the standard Aurora model and The Vision model rely on numerous products and systems working together to achieve higher levels of energy efficiency while maintaining a comfortable, healthy and quiet home environment.

“Visitors to the model homes can go through the deconstructed model to see a behind-the-walls view of the building science and products that differentiate these homes,” Anderson says.



Powerful elements. VISION House Las Vegas homes feature solar panels from Sunnova and a smart electrical panel from Span to manage and monitor their power usage. CREDIT: COURTESY OF BEAZER HOMES

Both the standard home and the upgraded model feature 2-by-6 exterior walls with DuPont Tyvek wrap and blown-in cellulose fiber from Greenfiber, which establishes a tight building envelope. Both models also feature insulated garage doors from Windsor Door.

In the upgraded model, Westlake provided a cool roof system with vents that contributes to the comfort and energy efficiency of the house.

“The roof doesn’t appear that different, but with advances in building science we see the energy benefits,” Trujillo says.

The cool roof has a batten system underneath the tile that creates a thermal air break between the roof deck and the tile surface. Besides allowing air flow, the roof reflects some of the sun’s power back out into the stratosphere to limit the radiant heat coming into the house, Anderson says.

The standard model home has an extremely effective and efficient 15 SEER heat pump. Beazer added a 16 SEER variable speed model in The Vision model, Anderson says.

“The variable speed model is a really cool product because it’s a smaller unit, but it works more efficiently,” he says. “The variable speed means that you use less power when it’s first turned on. Instead, the condenser kicks on and runs to get to the right temperature before it ramps up.”

On the energy consumption side, both models feature ENERGY STAR appliances from Whirlpool, and a heat pump water heater from

Rheem. However, The Vision model includes two appliance upgrades: an induction cooktop and a heat pump dryer from Whirlpool.

“The heat pump dryer is not only more energy efficient, because it takes energy that’s already in the house to heat up, but it’s also easier on your clothes because it’s a softer and gentler dryer,” Anderson says.

RENEWABLE ENERGY PLUS

While both the standard model and The Vision model have solar panels from Sunnova and a smart electrical panel from Span to manage and monitor their power usage, the upgraded model goes a step further toward self-sufficiency.

“Both homes have solar panels and a power management system to minimize the load on the grid. And we added a battery backup system to be able to store your power for use at different times or during an outage,” Anderson says. “Being able to go 100 percent solar and store it takes renewable energy to a new level.”

WATER CONSERVATION INNOVATIONS

In the Las Vegas desert climate and numerous other regions around the U.S., water conservation is becoming as vital an issue as energy efficiency. All of Beazer’s homes include WaterSense products that meet EPA standards. Moen’s low-flow fixtures and faucets are installed in both models at VISION House Las Vegas. The upgraded



Sensible design. All of Beazer's homes include WaterSense products that meet EPA standards, such as Moen's low-flow fixtures and faucets.

CREDIT: COURTESY OF BEAZER HOMES



H2O saver.

The Vision features ENERGY STAR appliances from Whirlpool, including a water-conserving washer and dryer combo.

CREDIT: GREEN BUILDER MEDIA/SARA GUTTERMAN

model also includes Moen's *FloSense* smart leak detector system, which monitors water consumption and alerts homeowners to potential leaks. The system can shut off water automatically if a major leak is detected. Homeowners can monitor their water and shut it off remotely with an app, Anderson says. "In the upgraded model, we also installed Moen's smart sprinkler system, which takes irrigation to a new level," Anderson says. "It has a soil detector that can tell if a plant doesn't need to be watered, so it will shut off that one sprinkler. It also has a rain detection system to automatically shut off the sprinklers when it rains."

HEALTH, WELLNESS AND COMFORT

The VISION House Las Vegas project provides a showcase for more than energy efficiency—it's also a model for a healthy lifestyle with better indoor air quality, a quiet and organized home, and a connection to nature and outdoor activities. "Eliminating gas from the conversation is about improving your internal indoor environment," Trujillo says. "Our homes are qualified under the EPA Indoor AirPlus program, which means we rely on ERVs for ventilation, but we also focus on achieving better air quality by limiting emitting gases in any capacity through appliances, paints or glues. That all contributes to the



Smooth recycling. Mohawk's *PureTech* flooring, a PVC-free product made from 70 percent recycled content, contributes to better indoor air quality. CREDIT: GREEN BUILDER MEDIA/SARA GUTTERMAN

quality of air that we're breathing day in and day out."

Numerous products that support better indoor air quality are in both models, including energy recovery ventilators (ERVs) from Broan NuTone and low-VOC paint from Sherwin-Williams. In The Vision model, enhancements that provide an extra level of healthy air include upgraded bathroom fans from Broan NuTone and zero-VOC paint from Sherwin-Williams.

"You can hear and see the difference in the bathroom fans because they look sleeker and they're quieter," Anderson says. "The Sherwin-Williams paint is great in both houses, but the paint in the upgraded model includes air purifying technology."

PureTech flooring from Mohawk in The VISION model, which contributes to better indoor air quality, is a PVC-free product made from 70 percent recycled content.

A few products in the upgraded model showcase features that contribute to homeowners' mental and physical wellness. In the kitchen, a reverse osmosis water system from Moen provides cleaner, healthier drinking water and eliminates the need for bottled water.

An organized, secure home can support a calmer mind and

better mental health. To that end, the LiftMaster MyQ garage door opener and smart home app offers remote monitoring and security in the standard and upgraded model. Resideo's *First Alert* smoke and carbon monoxide detectors are also installed in both models.

Organized Living's systems in the pantry and primary walk-in closet in The Vision model make it easier to keep those storage spaces neater.

Beautiful and easy to maintain countertops and backsplashes from Daltile add to the sense of serenity in the VISION House Las Vegas homes, along with architecture that makes the most of indoor-outdoor living.

"In every room, your eyes are drawn to the outdoors, which is especially fitting in this community, where nearly everyone hikes and spends as much time as they can outside," Anderson says.

DESIGN CHANGES FOR EFFICIENCY

One change to Beazer's floor plan concepts driven by their whole-house approach to comfort and livability was moving the mechanical equipment out of the attic.



Closing thought. A LiftMaster MyQ garage door opener and smart home app offers remote monitoring and security in Beazer's Aurora and Vision models.

CREDIT: GREEN BUILDER MEDIA/SARA GUTTERMAN

“Mechanical equipment takes up a lot of space, and we know that buyers see value in things like oversized pantries and additional storage space,” Trujillo says. “We had to adapt and adjust the grand spaces in our public areas and our kitchens to make sure homeowners don’t feel like they had to sacrifice something they want in lieu of something that’s less understandable like the mechanical closet.”

Still, Trujillo was able to place mechanical equipment in the central area of the house without compromising the spaces buyers want.

“That central area is the ideal spot to have a lot of the ‘guts’ of the house. Keeping them centralized allows us to minimize materials and efficiently lay out mechanical and plumbing lines,” Trujillo says. “The result is a more efficient and comfortable home with sustainability in mind.”

While each individual product and system contributes to the sustainability and comfort of the homes that are part of VISION House Las Vegas, that “whole-house approach” is what pulls them all together into highly efficient and appealing homes. **68**

Who's On Board?

Westlake
Royal Building Products™

MOHAWK
BUILDER+MULTIFAMILY


SHERWIN-WILLIAMS®
Whirlpool
CORPORATION

DUPONT™

greenfiber
creators of **SANCTUARY®**

sunnova

SPAN

resideo

BROAN
NuTone
COME HOME TO FRESH AIR

Rheem

MOEN®

POWERED BY myQ.

daltile®

Windsor
Door

Organized
Living

From Concept to Climate Responsive

The VISION House Austin showcases cutting-edge building materials, climate-responsive design, and eco-conscious interiors, for a new standard of sustainable living.

BY SARA GUTTERMAN

Sustainability, innovation, and thoughtful design converge in VISION House Austin, a high-profile project spearheaded by builder Justin Moore, CEO of White Elephant General Contractors, interior designer Jacquelyn Bilek, owner of Jacquelyn Bilek Interiors, and sustainable architect pioneer Peter Pfeiffer of Barley|Pfeiffer Architecture.

Here are four ways that developers have raised the sustainability bar with special design and construction techniques used for VISION House Austin.

1. EMBRACING NEW INNOVATIONS

For Moore, VISION House Austin provided an opportunity to explore advanced building techniques that enhance durability and energy efficiency. “The most important thing we learned through this project is about innovative waterproofing systems,” Moore shares. “The [Henry Building Envelope System] was new for us, and it’s a great system. It was so easy to use—instead of having to nail everything on, you just peel and stick it on, making installation a breeze.”

The team also delved into new technologies such as improved roof ventilation, solar energy integration, and surveillance systems. These elements augment the home’s self sufficiency and meet the expectations of modern homeowners looking for resilient, low-maintenance living spaces.

“Capturing the breeze that flows through the screens, with the view over the cliff, is my favorite part of the whole house.”

—Justin Moore, CEO,
White Elephant General
Contractors



“We carefully designed the home so that the owners can age in place comfortably.”

—Jacquelyn Bilek, owner
Jacquelyn Bilek Interiors



2. SUSTAINABLE INTERIORS WITH PURPOSE

Bilek brought her expertise in eco-conscious interiors to the project, focusing on aesthetics and functionality.

She emphasized the home’s aging-in-place principles. “It’s an ADA-compliant home, which I don’t get to do all the time,” she explains. “We carefully designed the home so that the owners can age in place comfortably.”

Material selection played a crucial role in achieving sustainability goals. “Barley|Pfeiffer Architecture likes to use light-colors on floors and countertops to reflect light, reducing the need for artificial lighting,” Bilek notes. “So, I made selections that bounce light throughout the space, making rooms look bigger and brighter.”

3. DESIGNED FOR CLIMATE RESILIENCE

VISION House Austin was carefully crafted to withstand the unpredictable and extreme climate conditions of Texas. “You get into Texas, and it’s 110 degrees one day and then 20 degrees the next,” Moore remarks. “You never know these days what you’re going to get—and if the grid can withstand nature’s fury.”

To combat these fluctuations, the team incorporated a James Hardie siding product that is more than three times thicker than traditional options. “It’s going to last a lot longer, along with the metal roof, solar system, and battery backups,” Moore says. “For the homeowners, who are in their 80s, that’s more important than anything.”

The home also features spray foam insulation, custom water tables, and Andersen windows that require minimal maintenance. “The windows won’t need to be changed or maintained, at least



Grand design. As envisioned, VISION House Austin will enable its elderly owners to age in place with a low maintenance, highly resilient, net zero energy sustainable home. CREDIT: COURTESY OF BARLEVIPFEIFFER ARCHITECTURE

for the next 20 years,” Moore highlights. These elements make the home not only more durable but also more efficient in managing energy consumption.

4. A FAVORITE FEATURE: THE SCREENED PORCH

Amidst all the state-of-the-art innovations, Moore and Bilek found themselves drawn to one standout feature: the screened porch. “The way they positioned it, capturing the breeze that flows through the screens with the view over the cliff...that, to me, is my favorite part of the whole house,” says Moore.

Bilek echoes the sentiment, emphasizing the passive cooling benefits and the comfort the porch provides, even in the intense Texas heat.

VISION House Austin isn’t just a demonstration of what’s possible—it’s a testament to the power of collaboration, smart design, and a commitment to sustainability. With Peter Pfeiffer’s decades of experience, Moore’s competency in construction and Billick’s vision for interiors, this home represents a model for the future—one where resilience, efficiency, beauty, wellness, and comfort go hand in hand. **GB**

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HOUSING 2.0

RETHINKING THE PERFECT WALL [PART 2]

When making enclosure decisions, it's all about risk management.

BY SAM RASHKIN

This is Sam Rashkin's latest in a series of articles based on his second book, "Housing 2.0: A Disruption Survival Guide." It is intended as a roadmap for high-performance builders to become the most successful in the industry.

My prior Green Builder Magazine article, "[Rethinking the Perfect Wall \[Part 1\]](#)", might be considered an act of heresy. It dared to suggest that it's time to rethink Dr. Joseph Lstiburek's "perfect wall," even though it is broadly embraced by the building science community. His principles for an environmental separator that optimizes control of moisture and thermal flow are more critical than ever. The problem is that their scope is no longer adequate. So, the last article proposed an alternative "more perfect wall" that includes new risk management imperatives related to natural disasters and adequate workforce.

Now you're all caught up. The intent of this second article is to show how the new "more perfect wall" concept can be applied with a simple three-step process to optimize enclosure decisions, using Florida as an example. The entire state is very hot and humid, including climate zones 1A and 2A from the International Energy Conservation Code (IECC). (See [Figure 1](#).)

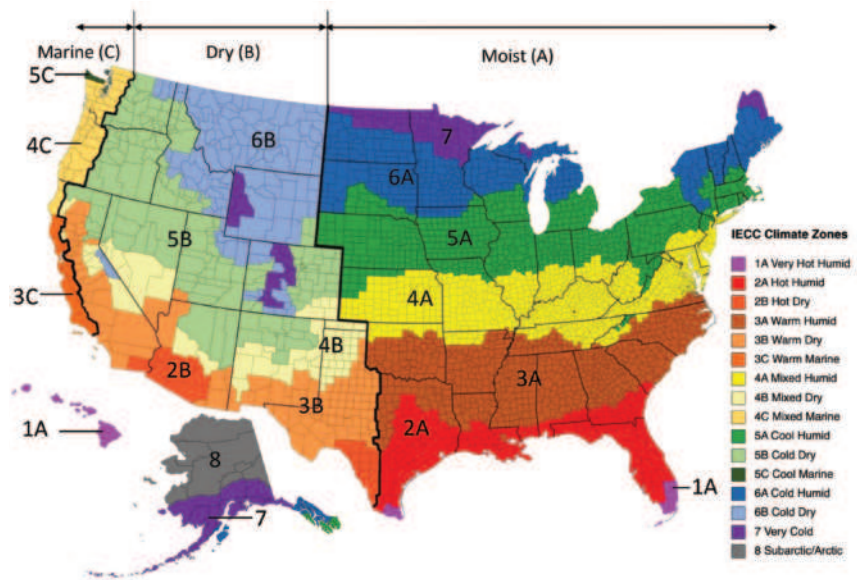


Figure 1: Climate Zone Map from IECC 2021.

STEP ONE: ASSESS PRIORITY RISK MANAGEMENT ISSUES

The first step in optimizing enclosure decisions is to identify the highest-priority risk management issues. All locations in the Southeast, including Florida, are confronted with significant building science risks related to moisture (vapor and bulk) and thermal control. This is because the area's much hotter and more humid outdoor air most of the year is being driven through air leakage pathways to the interior, where it is much less hot and humid. Managing this moisture vapor flow is critical to minimizing condensation when it reaches relatively cold drywall surfaces inside the wall cavity. Wetting is not a good thing. Thus, minimizing air leakage is critical to managing moisture risk.

In contrast, vapor diffusion imposes much less moisture risk. One research study reports there is 10 times greater vapor flow over an entire cooling season (7 vs. 0.75 quarts of water) through a 4-foot-by-8-foot sheet of drywall with a 1-inch hole, compared to one without the hole. (See [Figure 2](#).)

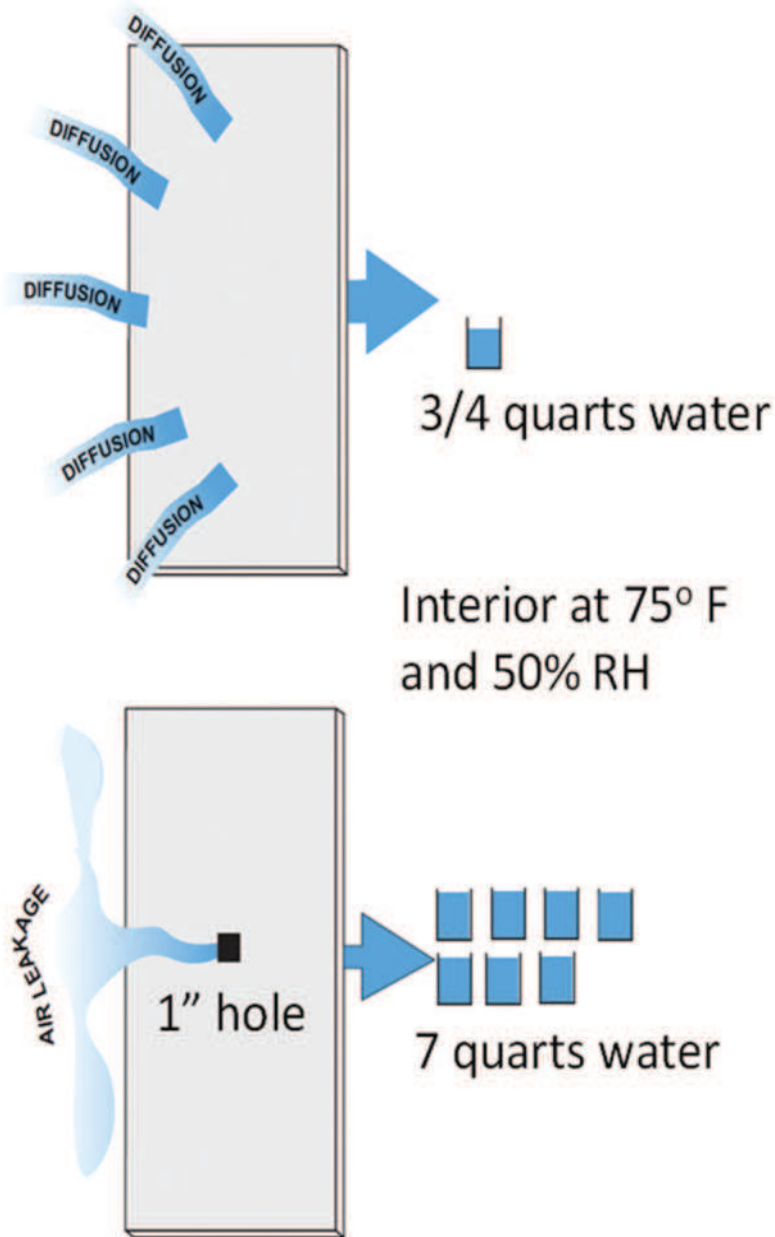


Figure 2: Moisture vapor flow in a hot-humid climate from exterior to interior over Spring, Summer, and Fall.

Bulk moisture control risks are also significant in Florida due to the high annual rainfall and severe seasonal storms. Thus, it is critical to ensure effective drainage and flashing details to control bulk moisture that gets behind cladding systems (e.g., roof, walls, openings, foundation and site). And remember, bulk moisture gets behind all cladding systems.

The other key building science risk is excessive thermal bridging. In framed construction without continuous insulation, 20 to 30 percent of the wall will be framing having one-fourth the R-value of typical cavity insulation. The superhighway for heat transfer through the framing will elevate indoor drywall temperatures during long cooling seasons. This can significantly reduce comfort because mean radiant surface temperatures have a 40 percent greater impact on perceived comfort than ambient air temperature. In addition, utility bills will be higher.

So, it is essential to manage these building science risks in Florida. But it is not nearly enough. Housing in this part of the country is exposed to

exponentially increasing natural disaster risks related to hurricanes and sea level rise that require protection from floods, gale wind forces, extreme rainfall, and flying debris.

I also consider pest damage, especially with subterranean termites, as a natural disaster. This is because pests impose significant financial expenses, property damage, and emotional stress just like other more-traditional natural disasters. I assume pests are excluded from almost every other list of natural disasters because the damage caused is not covered by home insurance policies. However, every year in the U.S., termites cause billions of dollars in structural damage, and property owners spend over \$2 billion to treat them. And no state experiences more termite damage than Florida, with \$1 billion of losses each year.

Another imperative impacting enclosure choice is the lack of an adequate workforce. According to the Bureau of Labor Statistics, the average age of construction workers is more than 42 years old. This is creating severe challenges in terms of workforce availability, skill and cost with only two new workers in the pipeline to replace every five that retire. And the crisis is well underway, with approximately 723,000 new workers needed each year to combat a housing shortage of more than 1.5 million homes.

This risk is greatest in states like Florida, which are among the most active in constructing new homes. In 2023, Florida's nearly 194,000 housing permits were second highest in the country, only exceeded by Texas, with just over 232,000 housing permits.

Workforce problems significantly increase housing cost while the industry experiences an epic affordability crisis. This is due to significant increases in cycle time that impose higher operating expenses and shrink revenue due to reduced velocity of sales.

Like I said, managing moisture and thermal flow is not nearly enough.

STEP TWO: CUSTOMIZE WALL RISK MANAGEMENT ISSUES FOR YOUR LOCATION

After identifying the most critical risk management issues, the next step is to customize the wall assembly risk management matrix (see prior article) for your location. Based on the priority risk assessment issues identified in step one, the matrix has been customized for Florida by eliminating the low-priority issues, earthquake and wildfire resistance, shown in the dashed-line black box in Figure 3.

Note that concrete block wall construction common in southern Florida is missing as a site-built wall option because it was not considered a high-R wall assembly. But it could be added when installed with loose-fill insulation, foam boards or injection foam. Since workforce issues are national, it is assumed they all apply in Florida. They are shown in Figure 3 without change.

STEP THREE: SELECT OPTIMIZED WALL OPTION(S)

The final step is to evaluate one or more preferred "more perfect wall" options that address prevailing building science, disaster resistance, and workforce risks. The wall assembly risk assessment matrix has been customized for Florida in Figure 4. The disaster risks that are not high-priority in Florida (e.g., earthquakes and wildfires) have been removed and the wall options with "low risk" across all risk management issues have been highlighted with a dashed-line black box.

All of these low-risk wall options feature systems-built concrete wall construction: precast insulated concrete walls, precast concrete blocks/panels, and insulated concrete core system. (See images in Figure 5.) This is the result of concrete's inherent risk reduction related to building

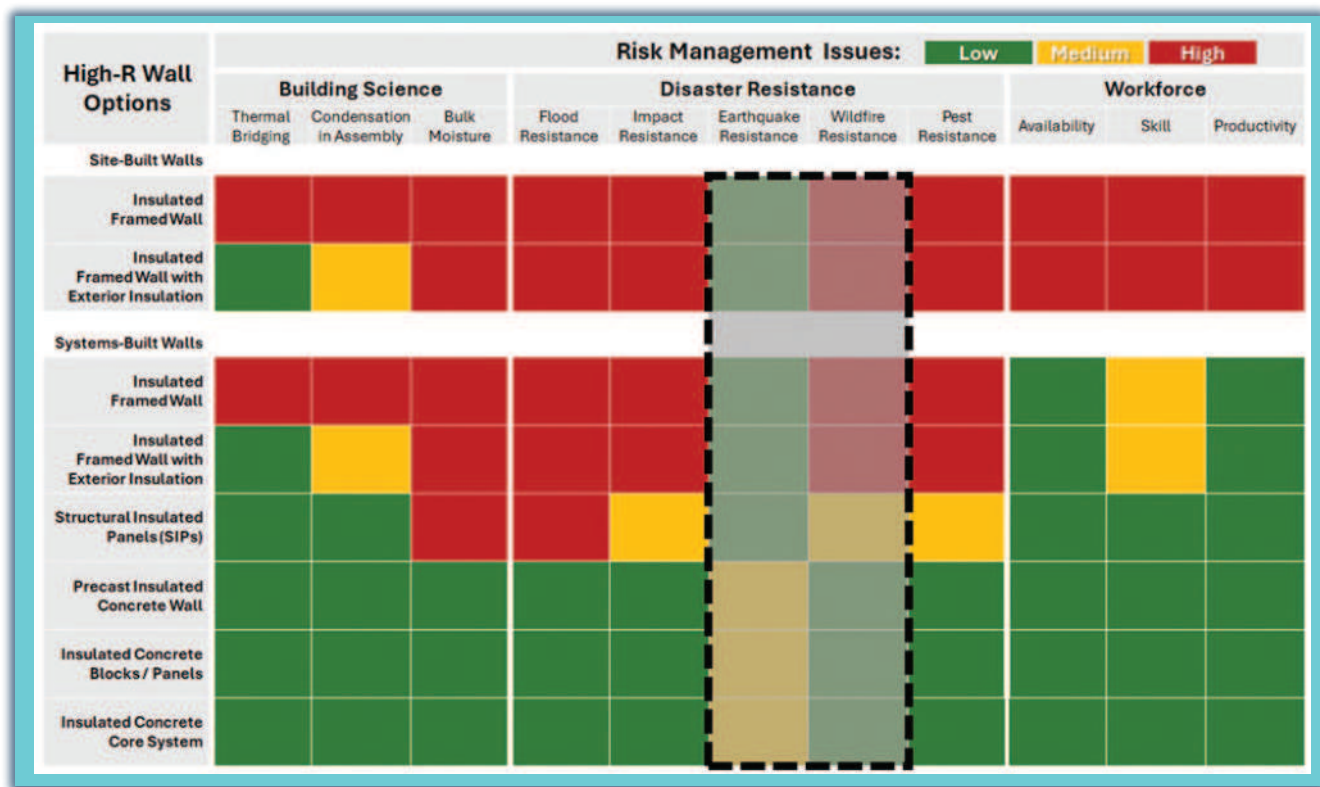


Figure 3. Wall assembly risk assessment matrix customized for Florida

science and disaster resistance issues, and the inherent workforce advantage with systems-built assemblies. Each of these systems-built wall options also offers quality advantages that add to their value. This includes more-durable construction, superior dimensional accuracy, reduced construction time, and easier integration with Fortified Home certification and related insurance savings. A short description of each of these wall options follows.

Precast insulated concrete wall systems are commonly used for foundations but are also available for above-grade walls. The panels are made in offsite plants, shipped to the site, and set by the manufacturer in the field. Because the concrete is poured offsite in a controlled environment, it can be cured to 5,000 psi compared to 3,000 psi for poured-in-place concrete.

The wall system shown uses a ribbed configuration that substantially reduces the amount of concrete needed when compared to poured-in-place concrete walls. The interior bays and ribs are typically lined with R-10 rigid insulation for complete thermal bridging control. The total wall insulation can exceed R-20 by adding insulation between the ribs. Lastly, the ribs are capped with steel channels for installing drywall without any additional framing.

Insulated concrete panels are similar to insulated concrete blocks but require much less labor, use less concrete, and install much faster. Insulated blocks and panels are assembled onsite, with the foam insulation serving as the forms for pouring concrete in the block or panel voids. The resulting wall provides complete thermal bridging



Figure 4. Wall assembly risk assessment matrix customized for Florida with low-risk options in dashed-line box.

control with wall insulation that can reach R-24 and higher. These systems include light metal or plastic framing inserts for attaching outside cladding and interior drywall.

An insulated concrete core wall system is being used by a new company. They have a unique automated manufacturing process that uses extensive robotics to produce thin two-inch concrete panels that are assembled in a sandwich with rigid insulation in the middle. The



Figure 5. Systems-built wall options with low risk for Florida.

steam curing process results in 8,000 to 10,000 psi concrete providing maximum moisture control. Also unique is the company's business model operating as the manufacturer, developer, and builder.

One major advantage of a fully vertically integrated company is that the entire construction cycle time is reduced from the typical eight months for site-built builders to 30 days. In addition to eliminating approximately 80 percent of trades, the industry-leading short cycle time results in substantially lower operational costs and increased revenue from greater velocity of home sales. As home insurers are rapidly leaving the state and those staying are significantly increasing premiums, this company is able to self-insure its homes and in turn financially benefit from the ongoing insurance revenue. This business choice was made possible by the incredibly low risk of its product.

Now the hard part begins. Optimizing the wall system selection requires estimating and comparing costs for preferred wall options including any added expenses to manage risks. The wall selection process will be continuously improved with ongoing efforts to measure and track actual costs. This is not an overnight process, but a commitment to embracing a new skill and patience to move up the learning curve. Getting the enclosure right is worth it.

Note that structurally insulated panels also offer a reasonable wall assembly option for Florida that addresses all workforce risks but also entails more rigorous quality control and expenses to manage bulk moisture, flood, and pest risks. If the net total cost is less than the other concrete options, it could be considered a preferred wall assembly.

IT'S ALL ABOUT RISK

The example of applying the wall assembly risk

assessment matrix is intended to show how it can help quickly identify enclosure options with the least risk for any location. The finding that systems-built concrete wall assemblies in Florida minimize risks associated with building science, disasters and workforce is probably intuitive. Yet, much riskier site-built wood framing and concrete block continue to dominate construction in the state.

A picture tells a thousand words, especially the image below showing a lone home standing in Mexico Beach, Florida in the aftermath of Hurricane Michael in 2018. In a sea of devastation, this fully intact home—known as The Sand Palace—provides strong empirical evidence that concrete wall options are a “more perfect” wall, providing superior protection from storm surges, gale force winds and flying debris. It uses a concrete pier foundation that raises the home a full story above grade. The walls are constructed with insulated concrete forms. It also helped that a hip-roof over an unvented attic with spray foam at the slope was used to maximize wind resistance.



HARD FACTS

The Sand Palace in Mexico Beach, Florida after Hurricane Michael in 2018, owes its standing—

literally—to use of a concrete pier foundation that raises the home a full story above grade.

It is not mandatory to choose “low risk” wall options. What should become common practice is identifying the risk management issues and assessing the costs of managing those risks with any preferred wall assembly. It is also important to recognize that other factors may offset the added cost to manage the higher risks such as supply-chain considerations, retaining hard-earned business relationships with trades, minimizing embodied energy, and preferences for wood assemblies that maximize workability. Then the wall selection decision will be more informed.

I'm confident that the company that chose to manufacture an advanced concrete insulated core wall assembly was informed by the millions of dollars of added annual revenue made possible by self-insuring a “more perfect” enclosure with minimal risk due to its near-bulletproof disaster resistance. They also enhanced their future-market-readiness for the state's rapidly growing homebuyer awareness of exponentially greater disaster risks and resulting buyer preference for homes resistant to them. I assume the great feeling of constructing homes and communities that will stand the test of time is a nice bonus. **GB**

Sam Rashkin's two-decade career as a licensed architect includes serving on national steering committees for the U.S. Green Building Council (USGBC)'s LEED for Homes, Green Builder Media's Green Builder Guidelines, the Environmental Protection Agency (EPA)'s WaterSense label, and EPA's Indoor airPLUS label. He has partnered with Green Builder Media to develop the [Housing 2.0 program](#), which empowers building professionals to design and construct higher-performance, healthier and more-sustainable homes at a fraction of the cost.

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Each year, this edition of Green Builder often features our reflections on the recently concluded industry trade shows, especially as a barometer for how the housing sector in general is doing and which topics are apparently top of mind.

This year being no exception, I looked back into the most recent five years of my participation in the reporting and found, not surprisingly, that while the landscape has changed dramatically in some respects, the important topics of the day resemble a familiar deck of cards that seems to be reshuffled over and over again.

In 2021, we were buoyed by optimism as we looked ahead into a season of greater environmental protection and accountability on the national stage. There was increased global emphasis on addressing climate issues and the unavoidable deliberations regarding optimized energy performance, improved indoor environment quality, and growing concerns around the availability and quality of water. This emboldened the sustainability community to push open the door to serious discussions about resiliency in the built environment and re-examine the age-old debate of cost versus value.

Now, that playing field has, predictably, been turned upside down by a flash flood of meticulously prepared executive orders intended to gut any progress made during the previous administration. These orders also reach back as far as possible to undo all regulations and rules that are intended to provide reliable long-term responses to increasingly serious concerns. We find ourselves once again in the dire straits of a cycle where profit is paramount. Worse, many actions being taken are clearly based on nothing more than spite rather than scientific evidence or sound reasoning.

Meanwhile, the news overflows with the reporting of national-scale disasters, natural and manmade. Unfortunately, the distinction between the two is becoming more blurred as we weave the human factor in those calculations. Shrinking polar ice and prolonged droughts are simply being assimilated into the routine record keeping of the day, failing to raise the

alarms they once did.

Deadly and devastating storms are increasing in frequency and intensity to the point where some victims are targeted multiple times within a matter of weeks—sometimes in locations that had previously been assumed low risk. The impacts on human suffering, natural systems, resources for recovery and the economy escalate regularly.

As an industry, our attention is now tuned in to what effect all of this is having on the availability and affordability of homeowners insurance. It may even be a harbinger of challenges regarding access to all mortgages and a constrictive restructuring of the already-daunting path to homeownership. But the industry just wants to know how we are going to sell houses. Somebody else can worry about the rest.

With all of this as a backdrop, the self-appointed “voices of the industry” don’t miss a single beat as they chorus their eternal opposition to “onerous” regulations, the unfair and crushing costs of building materials, and the endless struggle (self-inflicted, I might add) to attract a quality workforce needed to deliver an acceptable product to an increasingly skeptical generation of buyers.

If we listen to the messages from the organizations that make millions of dollars annually from the successes of the big trade events, they would have us focus on the record number of exhibitors and impressive count of attendees—as if those metrics are all we need to know to conclude that all is well and that we can continue with business as usual, if we could only catch the ear of the administration.

I continually attempt to assess the facts and examine the evidence in order to get my arms around where we really are at this point in time. I keep getting the same vaguely uneasy feeling that creeps in when I give serious thought to the Earth’s tectonic plates and the associated fault lines that circle the globe, somewhat hidden from view by lurking mostly beneath the surface, but with the pressure mounting, however gradually, day after day.

Still, there are certain forces that are beyond our capacities to control, and others we simply choose to ignore. **GB**

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