



WISCONSIN
Trend Home[™]
2010

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FOR IMMEDIATE RELEASE

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RIBBON CUTTING SCHEDULED FOR “GREEN” HOME

AUGUST 5, 2010: Appleton, WI – The Wisconsin Builders Foundation announced today that a ribbon cutting ceremony for its Wisconsin Trend Home[™] 2010 will be held next week. Following the ceremony, guests will tour the home and have the opportunity to speak with the trade contractors and suppliers who contributed “green” products and services to the construction of the home. The event will take place from 3:30 p.m. to 6:30 p.m. on Friday, August 13, with the official ceremony kicking off at 3:45 p.m. at 1464 Plains Ave., Neenah (Liberty Heights Subdivision, off of County Trunk G).

The Wisconsin Trend Home has been constructed to the ANSI-approved National Green Building Standard. To date, just eight homes in the state of Wisconsin have been certified to this standard, including one previously built by the Trend Home’s general contractor, Schmidt Bros. Custom Homes, Appleton. Certification comes from third-party verifies through the NAHB Research Center.

The ANSI approval of the National Green Building Standard signifies it as THE standard for green home building construction practices. Homes built to this standard conform to higher standards and testing by third parties ensures the homes are built and operate in a manner that is consistent with the standard in the following categories:

- Lot Design, preparation and development
- Resource efficiency
- Water efficiency
- Energy efficiency
- Indoor environmental quality
- Operation, maintenance and owner education

Among the unique features making the Trend Home “very green” are:

- Above grade, exterior walls with an insulation value of R-33.5, created with Dow Styrofoam[™] Structural Insulated Sheathing (SIS) Plus, 2” of spray foam insulation, and Blown In Batt System (BIS) insulation

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PAGE 2—Ribbon Cutting Scheduled for “Very Green” Home

- Triple-pane windows with an insulation value of R-5.4, U-factor of 0.19
- Attic insulation value of R-60
- R-10 value insulation under the basement floor, and basement walls with an insulation value of R-23, created with 2” of foam on the exterior and 2” of spray foam on the interior
- 24”-on-center stack framing, utilizing less lumber and increasing the insulation factor
- A garage fan to remove exhaust fumes and moisture from the garage before they can enter the house, improving the home’s indoor air quality
- Solar panels on the roof
- Geothermal system under ground
- Plumbing recirculation line supplying hot water to sinks in approximately one minute with the push of a button
- An energy management system that allows the home owner to track energy use and efficiency

Local and state elected officials and Department of Natural Resources staff have been invited to the ribbon cutting event, along with building industry professionals from across the state as well as representatives of area environmental groups. The media is also strongly urged to attend.

The Wisconsin Trend Home™ 2010 is a project of the 501(c)(3) Wisconsin Builders Foundation, created to raise awareness and provide educational opportunities surrounding green building techniques. The project is made possible, in part, through the generosity of its Partners:

- *Premier* – Accelerated Automation, Guske Electric, Pro-Build, Schmidt Bros. Custom Homes, Voster-Beyer Concrete, Watters Plumbing, WE Energies
- *Star* – American/Kennedy-Hahn Appliance, Bruss Heating & Cooling, SK Flooring, Vision Realty & Development/Liberty Heights Subdivision
- *Marquee* – Heritage Heating & Cooling/Lennox Hearth Products, Trivera Interactive, Valley Home Builders Association
- *Spotlight* – American Transmission Company, Bill Biese Masonry, CGI Glass Centre, Energize, McMahon, Prestige Custom Cabinetry & Millwork, Total Roofing, Vosters Landscaping

Additional information about the Trend Home is available online at www.witrendhome.org.

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General Contractor Ed Schmidt, Schmidt Bros. Custom Homes, Inc., is a member of Valley Home Builders Association, a not-for-profit professional organization, serving as an advocate for the land development, home building and remodeling industries and homeowners in the Greater Fox Cities area. Learn more at www.vhba.com. Details about the Wisconsin Builders Foundation are available at www.wisbuild.org.