

# The Brillo Pad

Oct/Nov/Dec 2008  
Fourth Quarter Issue



## Thinking Green

Especially in these difficult times, homeowners are seriously looking to lower their energy costs by upgrading their homes with energy-efficient and eco-friendly features. "Think Green" by choosing remodeling materials and products that keep us healthy, save us costly energy, protect our environment and help us successfully perform daily living tasks and activities in our homes efficiently, economically, enjoyably and safely.

Green remodeling is as much about design strategy as about selecting green materials. Thinking about how the home should work as a system and designing that system to be environmentally-friendly is a key part of green building. There are some products, particularly those that deal with energy, which are not inherently green but can be used in ways that enhance the environmental performance of the home. For example, dual-pane, low-E windows and sun-shading products may not be green in terms of material components or manufacturing process, but if used strategically, can substantially reduce costly energy use by maximizing the collection of winter sunlight and blocking out the summer sun. Other ideas:

### SAVE ENERGY: ENERGY EFFICIENCY & RENEWABLE ENERGY

- Select materials and products that reduce heating and cooling loads considering building orientation. Choose high-quality energy efficient windows, awnings, high-performance insulation and quality sealants to prevent air leakage.
- Select products that use less energy such as Energy-Star rated appliances, high efficiency heating and cooling systems and fluorescent lighting.
- Select alternative energy resource products that actually produce energy such as solar electricity generation systems and solar hot water.
- Select products and materials that are sustainable and durably built to last through the years with minimal maintenance and upkeep.
- Select radiant barriers and roofing materials that are light in color to reflect the hot summer sun's heat and reduce hot weather air conditioning cooling costs.

Continued on next page

### Contents:

- 1 – Thinking Green
- 2 – Thinking Green Continued
- 3 – Tax Incentives
- 3 – 47<sup>th</sup> Annual Milwaukee NARI Home Improvement Show
- 4 – Did you know?
- 4 - Contact the Editor



Proud Distributor  
of:



## Thinking Green

Continued from previous page

### CONSERVE WATER

- Select products and appliances that conserve water above and beyond what is required by law such as dual-flush toilets and flow restrictors.
- Select the highest efficiency hot water heaters. Set hot water temperature at 120 degrees maximum.
- Select exterior low consumption drip irrigation systems and products that consume less water such as native landscaping and drought-tolerant plantings.

### CONTRIBUTE TO A SAFE, HEALTHY INDOOR ENVIRONMENT

- Select products that don't release significant pollutants into the building such as no-VOC paints, formaldehyde-free cabinets and non-toxic caulks, sealers and adhesives, CRI Green Label carpets and pads.
- Select products that block the spread of or remove indoor pollutants, such as duct mastic, effective ventilation equipment, air and water filters and purifiers.
- Select warning device products that warn occupants of health hazards, such as Carbon Monoxide and Radon detectors and humidity sensors.

### PROTECT NATURAL RESOURCES

- Select products with recycled content, such as carpet, tile, wallboard and wood replacements made from polystyrene and similar materials.
- Select products made from agricultural waste material, such as wheat straw, sunflower stalks and rice hulls.
- Select options such as SIPS, Structural Insulated Panels, and modular construction technologies to minimize on-site fabrication with associated materials waste.
- Select products that reduce material use such as drywall clips and concrete pigments that turn concrete slabs into finished floors.
- Select products made from rapidly renewable materials such as natural linoleum, cork and textiles made from wool, sisal, hemp and organic cotton.
- Select wood products from sustainably managed forests, certified according to the principles of the Forest Stewardship Council (FSC).
- Select salvaged or recycled products such as bricks, lumber, doors and hardware and plumbing fixtures.

For more information on going green, please visit [www.focusonenergy.com](http://www.focusonenergy.com). You'll find valuable tools and resources specific to your needs.



## Tax Incentives

Although many energy credits that were available in 2006 and 2007 were allowed to expire in 2008, they have been renewed for 2009. The Emergency Economic Stabilization Act of 2008, which President George W. Bush signed on October 3<sup>rd</sup> went into effect on January 1, 2009. The Act renewed many of the tax credits that are applicable to green remodeling.

It is important to note, however, that possession of a signed contract is NOT enough to qualify homeowners for a tax credit in 2009. Property and equipment must actually be usable by the end of the year. In short, don't delay any projects that may qualify.

For a list of tax incentives for green remodeling please visit the Energy Star website at [http://www.energystar.gov/index.cfm?c=products.pr\\_tax\\_credits](http://www.energystar.gov/index.cfm?c=products.pr_tax_credits).

## 18<sup>th</sup> Annual Milwaukee NARI Fall Home & Remodeling Show

The 47<sup>th</sup> annual Milwaukee/NARI Home Improvement Show will be held Thursday, February 5<sup>th</sup> to Sunday, February 8<sup>th</sup> at the Wisconsin Exposition Center at State Fair Park in West Allis, Wisconsin.

Cosponsored by the Milwaukee/NARI Home Improvement Council, Inc., and the Milwaukee Journal Sentinel, the 2009 Show will provide Milwaukee/NARI, the area's leading home improvement and remodeling industry resource for more than 47 years, with the opportunity to have its members provide consumers with ideas on how to "ReCreate Your Space," the theme for the Show.

More than 325 exhibitors will fill over 700 booth spaces covering the entire exposition center and will feature providers of thousands of home improvement products and services, including kitchens, bathrooms, decks, cabinets, windows, siding, countertops, lighting, landscaping, additions, wall covering, rec rooms, roofing, fireplaces, and more.

During the Show, educational demonstrations and seminars by home improvement experts and media celebrities will be held, including presentations by Shari Hiller & Matt Fox of HGTV and Dean Johnson from "Hometime" on PBS on the Show's Seminar & Demonstration Stage. The American TV Kennedy Hahn Appliance Cooking Demonstration Stage will feature area chefs and national cooking celebrities, including Chef Rock Harper, "Hell's Kitchen" Season 3 Winner, and Scott Leysath, The Sporting Chef.

In addition, the Show's Outdoor Living Area will feature a "neighborhood" comprised of a variety of landscaping and hardscaping, plus playhouses built by area technical school students that will be raffled off at the conclusion of the Show. There will also be special attractions, including manufacturer mobile unit displays, an interior design contest featuring area college students, and an automotive display.

Hours on Thurs., Feb. 5, and Fri., Feb. 6, are 11 a.m. – 9 p.m.; Sat., Feb. 7, 10 a.m. – 9 p.m.; and Sun., Feb. 8, 10 a.m. – 5 p.m. Admission is \$6 in advance, \$8 at the door on Thurs. and Fri., and \$10 Sat. and Sun. Two-day tickets for the Show will also be sold at the door for \$12. Tickets for seniors 55 and older are \$5.00, with a special price of \$4.00 at the door on Thurs, Feb. 5, for Callen Construction Senior Day. Children 12 and younger are free and there is free childcare for ages 3 – 12.

We do have a limited number of courtesy tickets available on a first come, first serve basis. If you are interested, please call Maggie at (414) 442-2230 to reserve a pair.



BRILLO HOME IMPROVEMENTS INC.  
5315 N. LOVERS LANE ROAD  
MILWAUKEE WI 53225

## **DID YOU KNOW?**

**Brillo offers a full range of home improvement services including:**

- \* Handyman services, maintenance and repairs
- \* Full replacement of windows, doors & millwork
- \* Efficient utilization of existing space such as lower level finishing and attic conversions
- \* Interior design services
- \* Facelifts and complete kitchen and bath remodels
- \* Additions and garages
- \* All services available for residential and commercial projects

## **CONTACT THE EDITOR**

We welcome your suggestions, comments, questions and story ideas.  
Copyright © 2008 by Brillo Home Improvements, Inc. - All Rights Reserved.  
Editor: Maggie Uravich, Brillo Home Improvements, Inc.  
brillo@brillohomeimprovements.com  
5315 N. Lovers Lane Road, Milwaukee WI 53225  
(414) 442-2230  
Visit us online at [www.brillohomeimprovements.com](http://www.brillohomeimprovements.com)