



# What is “GREEN BUILDING?”

*Build Faster and Better For Less*

Despite the increasing awareness about green building, there still remains a lot of confusion about what exactly, that is. In an effort to define “Green”, the NAHB has put together a **Model Green Home Building Guideline**. The Guidelines contain **6** major points:

- 1. *Lot preparation and design*** – Careful planning can reduce the home’s impact on natural features and enhance the homes long-term performance. Platinum Technology™ can be used in almost any design and can be built and shipped anywhere. Our composite materials make buildings more sustainable and increases structural performance.
- 2. *Resource Efficiency*** – Advanced framing techniques and home designs can effectively optimize the use of building materials, and manage construction waste. Every 2,000 square foot of house built with Platinum Technology saves 100+ trees. Our product is made with recycled material, and our manufacturing is so precise, so efficient, that our products have virtually no loss to scrap or waste, reducing the burden on landfills.
- 3. *Energy Efficiency*** – Create a better building envelope and incorporate more energy efficient mechanical systems, appliances, and lighting, yielding long-term utility bill savings and increased comfort for the homeowner. R-values up to 38.5 for wall, ceiling and roof products, combined with tightness, create the most energy efficient envelopes out there and allow for lower tonnage HVAC equipment.
- 4. *Water Efficiency/Conservation*** – Reduce a home’s water consumption through low-flow fixtures. Platinum Technology is easily cut on site to accommodate any type of plumbing.
- 5. *Occupancy Comfort and Indoor Environmental Quality*** – Effective management of moisture, ventilation, and other issues can create a more comfortable and healthier indoor living environment. Platinum Technology is impervious to Mold, Mildew, Termites, Carpenter Ants, and other Wood Destroying Organisms. Also, there are no Volatile Organic Compounds in our product, providing a healthier, cleaner, more comfortable indoor environment.
- 6. *Operation, Maintenance and Education*** – It would be a shame not to give the home owner guidance on how to optimally operate and maintain it after you put forth so much effort to create it. Platinum feels the same about our product and will personally train your installers to be sure they know and are comfortable with the system, so your home can achieve optimum performance.

**PLATINUM  
ADVANCED  
TECHNOLOGIES**

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