

# Protecting Our Environment

## Save Green By Building Green

(NAPSA)—You can help the ecology and your own economy by going green.

Being energy efficient and eco-friendly is more popular and more accepted than ever before. For homeowners, green is not only the right thing to do for the environment; it's the smart thing to do for their bank accounts. A common misconception is that going green is always expensive. The reality is there are many green home improvements that can help increase energy efficiency at home while actually saving money and providing a healthy return on investment.

To help you establish a green home while saving cash, consider the following tips:

- **Save on your energy bill.**

Replacing leaky, single-pane windows with high-efficiency, Energy Star-qualified windows can save hundreds of dollars a year. With more efficient windows, you use less energy, which also reduces greenhouse gas emissions from power plants.

- **Add insulation.** According to the Department of Energy, ensuring your home has adequate levels of insulation can save up to 30 percent on energy bills.

- **Take advantage of incentives and rebates.** Applying for government rebates can further increase the return on investment for a green upgrade. To look for rebates and incentives, visit the Database of State Incentives for Renewables & Efficiency at [www.dsireusa.org](http://www.dsireusa.org).

- **Quality products pay you back.** Using quality products pays off. You don't have to replace them as often, diverting tons of materials from landfills each year. A good example is CertainTeed's Cedar Impressions Siding. The



**Some green products can increase the value of your home.**

polymer siding comes backed by a lifetime, limited warranty; it's a long-lasting, low-maintenance and durable product.

- **Increase your resale value.** Some green products increase the value of a home in the long run. For example, a recent Cost vs. Value report conducted by Hanley Wood, LLC, shows that if a homeowner chooses fiber cement, 83 percent of the cost can be recouped when the home is sold. CertainTeed WeatherBoards fiber cement contains 50 percent recycled content—making it an excellent choice.

- **Protect the community.** Choosing products with the environment in mind is a great start to ensuring a healthy community and preserving the environment in your neighborhood. Do your part by selecting products that are produced by companies that embrace sustainability in their operations.

Homeowners looking to green their home and save some cash have many options. To find out more about sustainable efforts, visit [www.certainteed.com](http://www.certainteed.com).