



## The Many Shades of “Green Construction”

Good Morning,

For several years the notion of using “earth-friendly” products has been growing. Recent statistics and articles published in trade magazines have confirmed this fact.

Harvey Bernstein, vice-president of Industry Analytics and Alliances for McGraw-Hill Construction commented in a recent article in the *Nation's Building News* published by the National Association of Home Builders (NAHB), “Green homebuilding is at a tipping point among the builder population. The data indicates 2006-2007 is the time frame from which the builder population moves from a majority less involved to more involved with green building.” Bernstein further adds, “Within 10 years everybody's going to be building green.”

Mr. Bernstein's comments, which are the results of a survey of NAHB members by McGraw-Hill, give an idea of the motivation behind the movement toward sustainable construction. Ninety-two percent of the respondents identified “it's the right thing to do” as a very or somewhat important influence behind the decisions to move to green building. Lowering life-cycle costs through energy efficiencies and productivity was a motivating factor for 87% of the participants. Obstacles for building green identified “starting costs” (82%), the “unwillingness of consumers to pay additional costs for a green home” (79%), and surprisingly, a lack of awareness among consumers of available green products (70%). These issues will be addressed as the movement strengthens.

Top green product options among those surveyed are high-efficiency HVAC equipment, Low-e glass windows, and engineered wood products. Interestingly, 95% of the builders surveyed said they were using “green-friendly” building materials such as OSB over plywood sheathing and engineered wood products over dimension lumber.

At Cascade Mfg Co we have been doing our part to assist the effort of providing products that are “earth-friendly” for construction projects.

For almost 20 years we have been supplying Trus Joist™ engineered wood products. During this time Trus Joist™ has not only developed the market for this green way of building, but has expanded its range of products to include Timber Strand® LSL studs, headers, and rim board. Better products for construction *and* our environment.

Since 1998 Cascade Mfg Co has been manufacturing TrusSteel cold-formed steel trusses. Cold-formed steel trusses used for floor and roof applications offer a non-combustible and sustainable option for commercial and residential projects. The chord and web material used has a high recycled content.

We have also transformed our manufactured products to better utilize available wood fiber. Cascade Mfg Co integrates the most efficient grades of stress-rated lumber available to the construction industry. Further, we have added the use of linear sawing equipment to better optimize cutting and reduce waste. Finally, what waste is accumulated is recycled into livestock bedding and other ‘earth-friendly’ products.

Why is this important? As the construction industry continues to move toward more sustainable and renewable methods of construction, your customers may be asking for choices. We would like you to know that when those questions are asked we would like to be a part of the answers you provide.

