

For Immediate Release

Contact:

Kristen Ross
R/P Marketing Public Relations
(419) 241-2221
kross@r-p.com

New Study Documents ‘Green’ Performance of Insulated Vinyl Siding

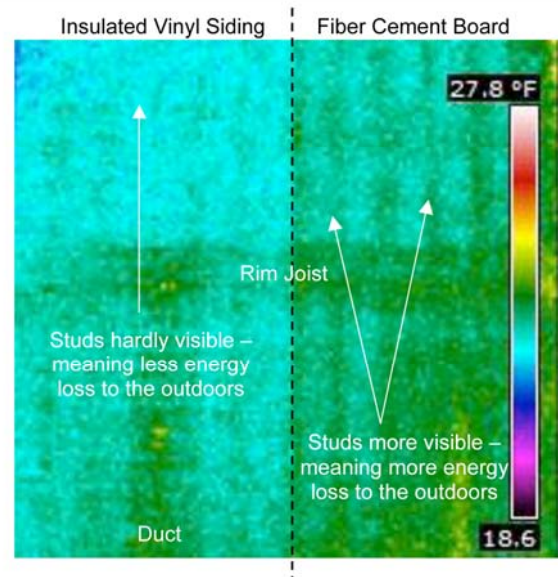
NYSERDA sponsored study shows insulated vinyl siding outperforms fiber cement

June 17, 2009 – Washington, D.C. – Recent studies sponsored by the New York State Energy Research and Development Authority (NYSERDA) demonstrate that insulated vinyl siding contributes to savings in energy consumption, energy costs and CO₂ emissions, outperforming James Hardie fiber cement when comparing these environmental and energy measures.

The studies were conducted by Newport Ventures as part of NYSERDA’s [High Performance Residential Development Challenge](#) and included analyses on homes in Burnt Hills and Saratoga Springs, New York.

In Burnt Hills, researchers performed a side-by-side field test comparing insulated vinyl siding against James Hardie fiber cement. The test was conducted during the winter on the two-story colonial built by Stewart Construction. Thermal imaging comparison clearly showed there was less heat loss with the insulated vinyl siding than with the James Hardie fiber cement.

Thermal Imaging Side-By-Side Field Test



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In addition to the side-by-side field test, researchers used REM/Rate, the most widely used whole building energy simulation tool, to evaluate relative performance. The analysis found that, on average, specification of insulated vinyl siding over James Hardie fiber cement would provide expected annual savings of \$56 in natural gas and electric utility costs, 448 pounds of CO₂ and 3.2 million Btu.

“With so many people trying to define what is green in the building industry, analyses like those conducted by NYSERDA and Newport Ventures are helpful, giving builders and architects credible information to reference,” says Jerry Y. Huntley, President of the [Vinyl Siding Institute](#) (VSI). “These studies provide valuable documentation that insulated vinyl siding outperforms silica-based fiber cement siding in energy and environmental performance.”

In Saratoga Springs, insulated vinyl siding was used on the single-story home built by Belmonte Builders, which was the first home in New York’s capital region to achieve a Gold Rating under the U.S. Green Building Conference’s Leadership in Energy and Environmental Design (LEED®) certification. Insulated vinyl siding can help achieve up to three points under LEED for Homes and up to 205 points under the ICC 700-2008 National Green Building Standard™ when combined with other environmentally preferable products.

The home in Saratoga Springs also confirmed that environmental performance and curb appeal can go hand in hand. During an open house showcase, a survey revealed that 68 percent of visitors found the insulated vinyl siding to be “very attractive” while 95 percent agreed that its visual appeal was “better than average.”



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About the Vinyl Siding Institute

The Vinyl Siding Institute, Inc., located in Washington, DC, represents manufacturers of vinyl and other polymeric siding and suppliers to the industry. VSI is the sponsor of the *VSI Vinyl Siding Product Certification Program* and the *VSI Certified Installer Program*. See www.vinylsiding.org.

About NYSERDA

The New York State Energy Research and Development Authority (NYSERDA) is a public benefit corporation that focuses on research and development projects on topics including environmental effects of energy consumption, development of renewable resources and advancement of innovative technologies. NYSERDA strives to facilitate change through the widespread development and use of innovative technologies to improve the State's energy, economic and environmental well-being. See www.nyserda.org.

About Newport Ventures

Newport Ventures is a research and consulting firm with expertise in the housing industry. A sister company to Newport Partners, this HUB Zone-based firm provides technical and marketing services, field and market research, and program management for public and private sector organizations. See www.newportventures.net.

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