

# NEWSWORTHY TRENDS

## Consumers Covet An “Eco-Chic” Lifestyle

(NAPSA)—Energy efficiency, renewable resources and durability are among the most common features consumers look for when choosing green products to incorporate into their home. But as environmental awareness and motivation to live a green lifestyle become more prevalent among the masses, many manufacturers are finding that consumers don't want to sacrifice beauty or style in order to live green. Enter “eco-chic,” the latest trend in green products.

“Simply put, a building product has to be able to survive water, heat, UV radiation and all other natural elements in order to last. But with so many options in green products for the home today, consumers are now finding that they can achieve an eco-chic lifestyle where they can have the best of both worlds—sustainability and style,” said Monte Stettin, founder of the Positive Energy Group and a pioneer in eco-chic residential building and development.

As the green-products universe continues to grow, living a true eco-chic lifestyle can also be infinitely more complicated. More choices in green products require consumers to carefully decipher marketing messages from reality when it comes to making the right decisions for their home based on geography and lifestyle.

According to James Hardie, which has been manufacturing fiber cement siding products for more than 30 years and recently introduced a new line of eco-chic Artisan® Exterior Design products, asking the right questions can ensure that the products will contribute toward the overall performance of a home, reduce the environmental impact and decrease annual household overhead.



**Maximize sustainability with fiber cement siding and weather barrier under siding.**

- Does the product require regular replacement (more than every 25 years)?
- Will it reduce maintenance and repair costs?
- Does it resist damage in cold, wet and humid climates?
- Does the product resist damage from insects?
- Is the product fire resistant?

“By working with building science experts to understand the role our products play in the sustainability of a home, we are able to deliver products that are not only durable, but that are also highly aesthetic so that consumers can easily achieve an eco-chic home,” said P.J. Rosch, Senior Product Manager, Artisan for James Hardie Building Products.

Consumers can also look to industry experts for plenty of ideas. West Coast Green's Showhouse provides innovative residential design and execution. Consumers can get more information on all the products featured, including James Hardie's eco-chic Artisan® Exterior Design products and HardieWrap™, at [www.westcoastgreen.com](http://www.westcoastgreen.com).