

## Green

(From page S-11)

Eric Meller of M&R Roofing.

“Overall, it’s just not cost effective,” says Feist. “Most homeowners would like to conserve and I’d like to help them do it. But right now, there’s too much money involved where major projects are concerned.”

“It’s really a lot of money in my business,” agrees Meller, pointing out that installing a new Energy Star roof shingle will bring the consumer a \$1,500 government tax credit, but will cost about 40% more than the standard shingle. “I’ll offer it, and there’ll be a niche market for it, but I’m not going to push it. ... It hasn’t proved itself yet, for one thing. I want to see how it works.”

What Meller will do is encourage his customers to install adequate ventilation in order to save energy and prolong the life of their plywood decking. “Good windows, doors, soft-fit vents and ridge vents—

they’re all important,” he said.

When South Jersey is ready to go all out for sustainable housing, Cipriani Builders’ Kyle Baptiste will be ready. Recently designated a Certified Green Professional by the National Association of Home Builders, Baptiste says that Cipriani “incorporates many green practices in every job they do,” including the use of “advanced framing techniques, formaldehyde free insulation, high efficiency HVAC equipment, and sustainable materials. “The firm recycles construction materials through the Habitat for Humanity Restore Program,” Baptiste said.

Baptiste and Braunstein both recommend using “ecofriendly” products in the home. “But be sure they really are what they claim to be,” Braunstein warns. “Labeling can be nothing more than a marketing technique.”

Braunstein also urges homeowners to consider every aspect their lives in their “green living” efforts. ▲



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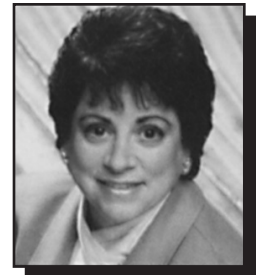
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