



The Evolution of “Green”

“Green” is evolving and will continue to evolve as we learn more about products and understand the steps involved in bringing products to market. As an advocate for the environment, it is important that you educate yourself and take all facts regarding products into account. Ask questions, do appropriate research and come to your own conclusions.

Go beyond the claims of “green”, “sustainable”, “natural”, “organic” and other “environmentally friendly” buzz words. Energy efficiency, water and resource conservation, good indoor air quality, sustainability of resources (grows quickly and is easily replenished), as well as the ability to reuse or recycle products, are considered “green” attributes.

“Greenwashing” is a term used to describe how many products claim to be “green” when they actually result in a negative environmental impact. A product that was hailed as “green” may not be considered “green” once you take into account the amount of natural resources it utilizes, the sustainability of those resources and the pollution caused by the extracting the raw material, and the manufacturing, assembly, packing and delivery of each product to market.

Environmentally Friendly Tips for Your Home & Remodeling Project:

- Plekkenpol Builders donates, reuses (if building codes allow) and recycles many products and materials, and we follow strict hazardous waste disposal guidelines.
- Use truly green products and materials (ask questions and do your research).
- Remodel within your existing footprint, whenever possible.
- Maintain items whenever possible, rather than replace.
- Purchase only Energy Star®-rated appliances.
- Install low-flow showerheads and toilets.
- Consider a tankless water heater.
- Use wood, paint, sealant and cleaning products that are non-toxic.
- Install better ventilation systems to improve indoor air quality.
- Schedule a blower door test to identify where your home is not airtight.
- Seal off drafts, insulate and install a programmable thermostat.
- Install high efficiency windows and doors
- Fix water leaks, take shorter showers and wash clothes in cold water.
- Use dimmers and energy efficient bulbs to reduce electricity consumption.
- Research energy efficiency to learn how you can reduce your need for natural resources.

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