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Santa Fe Dream Home Finds Ultimate--and Environmentally Safe--Exterior Protection (13236)

The Santa Fe, New Mexico Dream Home is a model of the very latest in architectural concepts as well as a showcase for green building materials and methods. A year-and-a-half-long labor of love for the husband and wife building/design team of Jody Feyas and Cara Leigh, the very finest and cutting-edge furnishings, appliances and materials were selected for the home, which was finally unveiled for visitors in August 2007. Among the materials selected, used and shown were two revolutionary "green" coating products.

The goal for the Santa Fe Dream Home was twofold. "Our mission here was to create a consistent, uniform project that was really well-designed in a modern style and showing off the very latest in technology," says Jody Feyas. "Along with that, we wanted to incorporate as many green building principles as possible."

There were many points at which the "green" approach and the technology coincided. For example, the home incorporates a super-efficient radiant heat system and a state-of-the-art hot water boiler that is 99% energy-efficient. In another example, a lighting management system not only controls artificial fluorescent, LED and incandescent lights but the incoming sunlight as well. Blinds automatically come down during the day to keep out heat, and come up again at night. When the weather turns cold, the reverse occurs: the blinds allow the sun in during the day to heat the space. There are also the latest in low-flow and water-conserving products.

Other "green" approaches included liberal use of renewable and recycled resources throughout the house in the flooring and doors, and walls constructed of concrete and foam instead of wood, where possible. Where it was used, lumber was FSC (Forest Stewardship Council) certified.

In the place of exterior paint and traditional

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environmentally-harmful coatings, Feyas chose a product called EnviroCoatings Ceramic Insulcoat. Formulated with Cerylium, a proprietary formula containing 23 high-performance ingredients, the product creates a thermal barrier which helps resist heat movement through walls. Energy costs are dramatically reduced--in fact, customers report a 30-50% savings in energy. In addition to the "green" energy benefits, the product is also 100% acrylic, water-based material which meets and exceeds strict environmental guidelines.

The product is also incredibly durable, having been proven to last 3 to 5 times longer than similar conventional products with its color intact. A UV blocking ability assists in extending both the life of the product and the surfaces to which it is applied. It is resistant to flaking, peeling and cracking and also resists airborne pollutants, high humidity and other environmental risks.

"We work in coatings a lot and we weren't expecting the performance this product offers," Feyas says. "It dries unbelievably hard. We didn't realize, once we applied it, how it would increase the structural integrity, not to mention the temperature control of the surface."

Feyas also found the product very easy to apply. "With coatings, you have lots of application issues," he says. "Normally, you have to really manage your application well; you can't make any mistakes, or you can see the application errors as you go along. This product was incredibly forgiving to put on; it was very easy to control."

Feyas also utilized an EnviroCoatings roof coating product as well.

"The EnviroCoatings Ceramic InsulCoat and InsulCoat Roof products are two products that I think will revolutionize the building industry," Feyas concludes. "These are two of the most exciting products in terms of 'green' building that I have seen."

For more information about EnviroCoatings visit www.envirocoatings.com or call toll free (888) 792-4411.

by Bruce Boyers Bruce Boyers is a freelance writer based in Glendale, California

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