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Media Contact: Robyn Nowak
 Hoffman York
 (414) 225-9520
 rnowak@hyc.com

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Modular Homes are Models of Energy Efficiency
 - Wisconsin's largest modular home manufacturers partner with
 Wisconsin ENERGY STAR Homes Program -

MADISON, Wis. (May 11, 2009) – Amid the weakened housing market, manufacturers of modular homes are realizing that energy efficiency makes for a good business strategy. This trend is especially apparent in Wisconsin as many of the state’s largest modular home manufacturers have taken a leap in energy efficiency by committing to construct all of their homes to meet Focus on Energy’s Wisconsin ENERGY STAR Homes Program standards. In fact, these homes are estimated to be 25 percent more energy efficient than homes built to Wisconsin’s Uniform Dwelling Code.

“It’s no surprise that homebuyers today are paying even greater attention to their bottom line, and as a result modular homes have become an economically popular option,” said Andy Kuc, Focus on Energy Project Manager. “And while homebuyers are noticing the cost savings associated with modular homes, they are also considering the homes’ green features in their buying decision.”

What are modular homes?

Not to be confused with ‘mobile homes,’ modular homes are built to the same standards and codes as site-built homes. Where they differ is that modular homes are built in sections in a climate controlled factory setting. As each sub-section is finished it is transported to the building site where a builder constructs the pieces together using the same methods as site-built homes. Lastly, the builder adds finishing touches that result in a beautiful home that matches the quality and appearance of a site-built home — all this in a fraction of the time.

Since modular homes are built in a factory setting, the controlled environment reduces material waste, weather exposure and time spent moving materials around. Moreover, modular homes incorporate all of the state-of-the-art designs and luxuries you might find in a custom-designed home plus they offer the same options in energy efficiency, including Wisconsin ENERGY STAR Homes Program standards.

What is the Wisconsin ENERGY STAR Homes Program?

The Wisconsin ENERGY STAR Homes Program is part of Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative. The program, along with partnering builders and modular home manufacturers work together based on the principles of applied building science and the recognition that a home is an integrated and interactive system. This system is designed, built and tested to meet program standards. A few of the practices and technologies that contribute to the program's exceptional performance include tight construction, improved insulation details, tested ventilation and energy efficient heating and cooling equipment.

Thanks to the partnership between the following modular home manufacturers and the Wisconsin ENERGY STAR Homes Program, homebuyers can enjoy new homes that integrate the latest in building science technology, resulting in increased comfort, durability and energy efficiency:

- Design Homes of New Lisbon, Wis.
- Dickinson Homes of Iron Mountain, Mich.
- Norse Building Systems of Ladysmith, Wis.
- Pittsville Homes of Pittsville, Wis.
- Skyline Homes of Lancaster, Wis.
- Stratford Homes of Stratford, Wis.
- Terrace Homes of Friendship, Wis.
- Wausau Homes of Wausau, Wis.
- Wick Building Systems Inc. of Marshfield, Wis.
- Wisconsin Homes Inc. of Marshfield, Wis.

To find more examples of how Wisconsin ENERGY STAR Homes are better built, visit focusonenergy.com or call (800) 762-7077.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call (800) 762-7077 or visit focusonenergy.com.

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