

## Florida Builder Adds More Value in a Green Market

Charlie Robertson, president of Robertson Homes, Harmony, Fla., knows his prospective home buyers are concerned about rising energy costs and severe weather events. For a showcase green home, Robertson chose an innovative doorglass solution that increases energy efficiency and provides peace of mind.

Severe Weather® Doorglass Blinds, from ODL®, Inc., Zeeland, Mich., were highlighted in The New American Home®, a showcase home built in Orlando, Fla., for the 2008 International Builders' Show. The annual project is co-sponsored by the National Association of Home Builders (NAHB) and *Builder Magazine*. Robertson was selected to be the builder of the 2008 home, which was the first show home in the country certified as a Gold-level home in keeping with the NAHB Model Green Home Building Guidelines. Severe Weather Doorglass Blinds are sealed between the glass and are designed to meet missile impact requirements in areas where wind speeds can exceed 120 mph. Homeowners also highly value the fact that the blinds never need dusting.



*The 2008 New American Home*

“As a custom home builder who totally believes in ENERGY STAR® and green building, I selected the best products I could find to exhibit in The New American Home 2008,” said Robertson. “We wanted builders and architects who visited the home during IBS in Orlando to see not only aesthetically pleasing products, but also ones that are functional and contribute to the reduction of energy being used by the homeowner.



*ODL Severe Weather Doorglass Blinds*

“I have used ODL doorglass blinds in a number of my homes and I believe the company not only provides a first class product, but stands behind the workmanship of their products,” said Robertson.

ODL doorglass blinds significantly reduce solar heat gain. Robertson explained that by incorporating this doorglass solution into their projects, builders can earn points toward a LEED for Homes or National Green Building Standard rating.

ODL doorglass treatments are offered in a variety of sizes and styles, including manually operated and motorized blinds as well as pleated shades. They are built into a wide range of steel and fiberglass doors. Doorglass treatments are an innovative solution for builders that want to add more value to their homes. For more detailed information on these products and the possible LEED for Homes and NAHB Model Green Home Building Guideline points they can earn, visit [www.ODL.com](http://www.ODL.com).



*ODL Severe Weather Doorglass Blinds*