

Showcase Home Makes the Most of Energy-Efficient, Eco-Friendly Technology

In a world where energy conservation and environmental preservation go hand-in-hand and both energy and environment are increasingly precious, the use of sustainable, eco-friendly building products is increasingly vital to the continued progression of the construction industry and the overall improvement of the quality of life. The New Southern Home in Orlando, Florida is the epitome of energy-saving, eco-conscious construction and represents an ideal blend of modern convenience and traditional beauty.

This 10,200-square-foot cottage-like mansion is considered to be a showcase in design and luxury for new home standards in the South and was constructed for display during the 29th annual Southeast Building Conference that was held in July 2007, remaining open to the public during the 2008 International Builders' Show. As the premier show home in the southeast, the New Southern Home established a new standard of green living that blends technological innovation, old-world charm and modern luxury with a variety of unique, high-performance and eco-friendly products.

James M. Krantz Construction Corporation, the designer and builder of this unique structure, chose to use a combination of EcoStar™ Majestic Slate™ Traditional and Seneca Plus™ synthetic roofing tiles for the entire rooftop. Manufactured with post-industrial recycled rubber and plastics, EcoStar tiles feature enhanced strength and durability and are highly sustainable, providing a long-lasting,

eco-friendly alternative to traditional slate and shake roofing materials. Recognizing the importance of green construction and the impact that this home could potentially have on the momentum and

The New Southern Home

Location:

Orlando, Florida

Application:

EcoStar™ Majestic Slate™ Traditional and Seneca Plus™

Authorized Applicator:

James M. Krantz Construction Corporation

growth of the movement, EcoStar donated all of the tiles that were used on the New Southern Home.

The EcoStar tiles not only provided the environmental benefits needed for this project but they also offered an enhanced aesthetic appearance and superior resistance against the harshest elements, including severe wind, hail, wind-driven rain and fire. Featuring a Class 4 impact resistance and a Class A fire rating, Majestic Slate and Seneca Plus tiles provided the enhanced protection that was necessary for this home, which is located in the heart of the hurricane-prone Floridian coast. Because of their superior strength and long-term performance, Majestic Slate and Seneca Plus tiles are available with a 100 mph wind warranty and a 50-year transferable warranty, providing premium protection for a long time to come.

Loaded with some of the most innovative and aesthetically pleasing green technologies on the market, the New Southern Home provides an ideal model for the construction industry. It combines superior performance with enhanced energy efficiency and environmental consciousness, which is vital for the protection of both the environment and the economy as well as the continued progression of building construction.



Seneca Shake Series



Majestic Slate Series

the new southern home



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