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# BEYOND BEAUTIFUL

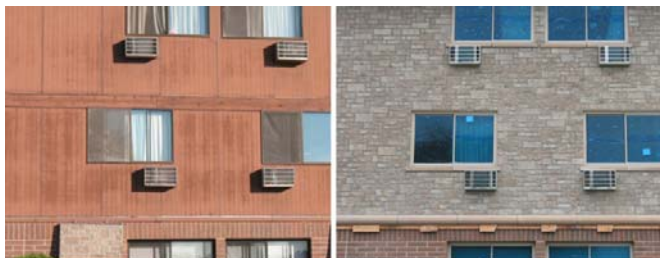


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Volume 10

## *EnduraMax Helps Project Qualify for Tax Credit*

Case Study: Bay Shore Apartment Complex Rehab



**Before**

**After**

As part of Wisconsin's "Focus on Energy" program, father and son property management team, building owners, and general contractors, Col. Pete and Clancy Knaup began a major energy retrofit of their Beaver Dam, WI, three-story Bay Shore apartment complex in early 2011. A major aspect of the remodel included removing the old plywood siding and replacing it with the [EnduraMax](#) High Performance Wall System. Thus far, their efforts have garnered over \$120,000 in federal tax credits.

"Part of the qualification process included doing [blower door tests](#) on every unit," said Col. Knaup. "If the test only measured the building envelope, we would have qualified for more. Unfortunately, we found some internal air leaks between floors due to interior plumbing chases, which hurt our case."

Because the Knaups are still in the process of fine-tuning other energy retrofiting aspects of the complex, such as the plumbing and HVAC systems, they have not yet compiled data on the overall energy consumption savings. However, Col. Knaup noted that the tenants have reported feeling more comfortable. In addition, he personally noticed that the heating system has not yet

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### *Meet Our New EnduraMax Team Member*



**Frank Albanese**

Field Marketing Manager

As the new Field Marketing Manager, Frank acts as the national liaison between local operating companies and the corporate marketing department, ensuring brand integrity and aiding the sales team and dealers in lead generation and the promotion of EnduraMax through various promotional activities including trade shows, events, and local campaigns.

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turned on in this early Fall season cool down as in past years and attributes much of the difference to the added insulation of EnduraMax.

*Join EnduraMax at these Upcoming Trade Shows*

**REMODELING 2012**

**Baltimore, MD**

Oct. 9-12 at the Baltimore Convention Center

Booth #5120



At last year's Remodeling Show, EnduraMax was named the "2011 Coolest Product." Join us in the Product Hot Spot as we compete to retain the title for 2012. Come and meet the team and see the [EnduraMax advantage](#) first hand with live demonstrations using stone and clay brick.

**GREENBUILD INTERNATIONAL CONFERENCE & EXPO**

**San Francisco, CA**

Nov. 14-16 at the Moscone Center

Booth #N3147



Visit our live hands-on demonstration to learn how our simple six-step [installation process](#) can increase the energy efficiency of your new construction or remodel project by a factor of R-13.6 with no masonry experience required!

