

HousingZone

Kennedy Green House Redesigned for Energy Efficiency

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MIDLAND, Mich., January 19, 2010 — Robert F. Kennedy Jr. and Mary Richardson Kennedy have redesigned their 1920s colonial home for energy efficiency and LEED Gold certification. Located in Westchester County, N.Y., the renovated “[Kennedy Green House](#)” provides a “living blueprint” for architects, builders and homeowners who want to build green. The home achieves its energy efficiency in part by using insulation and air sealing products from Dow Building Solutions.

“When we started the rebuilding process, we knew that every single product we used had to create a healthier space for our family and reduce our impact on the environment,” says Robert F. Kennedy, Jr. “Dow’s products are helping us achieve this goal.”

Visitors to the Kennedy Green House, which will open for tours in spring 2010, will get an inside look at the energy efficient building envelope through a wall cutout. Dow products used in the Kennedy Green House include: STYROFOAM™ Brand Tongue and Groove Insulation, THERMAX™ Sheathing, WEATHERMATE™ Construction Tape, WEATHERMATE™ Flashing, GREAT STUFF PRO™ Window & Door Insulating Foam Sealant† and FROTH-PAK™ Foam Sealant kit†.

According to LEED-certified architect, Brooks Washburn, AIA, “Insulation is the best way to save energy, and continuous insulation (ci) is the best application of insulating materials.” He added that “ci” and air sealants helped make the ground-source heat pump-powered HVAC system for the home more effective, reducing the required unit size by 30% to 50% and cutting the net energy needed to heat and cool the home in half. “Dow’s foam provides the highest thermal resistance and moisture protection.”

“Continuous insulation isn’t yet a requirement across the U.S., but codes and green home rating systems are shifting in that direction both for the energy savings and the moisture protection,” said John Hammer, North American market manager for Dow Building Solutions. “It is one of the most cost-efficient ways to



Kennedy Green House renovation



Several products from Dow Building Solutions have been used in the Kennedy Green House renovation.

reduce your energy usage and carbon footprint – and the payback continues for the life of the home. It's a smarter way to build.”

Pushing the Building Envelope

Creating a tight building envelope starts with choosing the right combination of materials to protect against wind, rain, moisture and outside temperatures. While many builders still rely on traditional batt insulation, it provides heat resistance only within the cavity, allowing heat to enter and escape through wall studs, which can total up to one-fourth of a home's exterior. Based on the principles of building science, the best thermal, moisture and air barrier requires closed-cell foam on both the inside and outside of the wall cavity. Continuous insulation (“ci”), a layer of rigid foam insulation installed outside the studs, prevents heat transfer to improve energy efficiency. By keeping both the wall cavity and the stud more temperate, “ci” also helps prevent condensation within the wall cavities, where moisture can otherwise accumulate undetected. Taping the seams and using spray foam to seal windows, doors, wall-to-floor connections and thru-wall penetrations (e.g. plumbing fixtures and ducts) further prevents moisture and air infiltration.

Once the exterior structure is complete, architect Patrick Croke and “healthy home” interior designer Robin Wilson will finish the space. The home's décor will be a mix of classic and modern aesthetics, and the furnishings will follow [Robin Wilson Home's](#) four principles of eco-friendly design: sustainable, reusable, non-toxic and recyclable.

“We made a conscious decision to use products from Dow Building Solutions in this home so an everyday consumer can understand that eco-friendly can be affordable and beautiful,” says Robin Wilson, CEO of Robin Wilson Home.

Earn Energy Tax Credits

STYROFOAM™ Brand XPS Foam Insulation and polyisocyanurate insulation products from Dow are ENERGY STAR qualified and can be used in conjunction with Dow's air sealing products to help builders and homeowners earn [energy tax credits](#) † provided by the 2009 American Recovery and Reinvestment Act.

† Consult a tax advisor to determine how to qualify and apply for potential income tax credits. The U.S. Department of Energy and ENERGY STAR have extensive information about the new tax incentives available on their Web sites. To learn more, visit www.energy.gov/taxbreaks.htm or www.energystar.gov/index.cfm?c=tax_credits.tx_index#s1.

About Kennedy Green House

STYROFOAM™ Brand Insulation will be featured in Kennedy Green House, the gold LEED Certified private residence of Robert F. Kennedy Jr., and his family. Scheduled for completion in early 2010, Kennedy Green House has been spearheaded by eco-friendly home design expert Robin Wilson, a pioneer in the green

home movement known for her ability to combine eco-friendly solutions with beautiful design. When the Kennedy's 1920s Colonial, located in Westchester County, NY, was infested with black mold after a flood, the family sought to rebuild and transform their "sick home" into an eco-healthy environment. The home will be a living laboratory for designers, architects and consumers to learn about the latest technologies and products with a companion book by Robin Wilson to be released in Spring 2010

Kennedy Green House will feature maximum energy and water efficiency, low VOC paints, reclaimed building materials and durable goods with low-impact on indoor air quality. Sustainable building practices and smart home technologies have been employed to impact the future health of your planet and our children. To learn more about Kennedy Green House, visit <http://www.kennedygreenhouse.com>

About Dow Building Solutions

Dow Building Solutions has a 60+ year legacy of providing energy saving solutions to the global commercial and residential construction industry, which began with the launch of its flagship STYROFOAM™ Brand Extruded Polystyrene (XPS) Foam Insulation, one of the most recognized brands of insulation in the world. A market-facing business unit of The Dow Chemical Company, Dow Building Solutions offers building science expertise to help builders, designers, architects and home/building owners reduce energy costs and protect against wind, rain and moisture, while contributing to the reduction of greenhouse gas emissions. More information about Dow Building Solutions can be found at www.dowbuildingsolutions.com

About Dow

Dow is a diversified chemical company that combines the power of science and technology with the "Human Element" to constantly improve what is essential to human progress. The Company delivers a broad range of products and services to customers in approximately 160 countries, connecting chemistry and innovation with the principles of sustainability to help provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. In 2008, Dow had annual sales of \$57.4 billion and employed approximately 46,000 people worldwide. The Company has 150 manufacturing sites in 35 countries and produces approximately 3,300 products. On April 1, 2009, Dow acquired Rohm and Haas Company, a global specialty materials company with sales of \$10 billion in 2008, 98 manufacturing sites in 30 countries and approximately 15,000 employees worldwide. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

About Designer: Robin Wilson Home

Nationally recognized eco-friendly designer, Robin Wilson, was selected for the design of the Kennedy home. The Manhattan based designer has worked on such notable projects as: the Good Housekeeping "Greenest House in New York" LEED certified showcase (2008); the Peninsula Hotel Spa Salon (2007) and the renovation of President Bill Clinton's Harlem Office (2004). In 2006 Wilson created her own brand, Robin Wilson Home and launched "The Nest Store", an eco-friendly online retail website for consumers who want eco-healthy products. Wilson was featured in the New York Post's annual list of the "50 Most Powerful Women in New York" (2007) and has been featured in many magazines and television programs. For more information, please visit www.robinwilsonhome.com

About Architects: Brooks Washburn & Patrick Croke

Brooks Washburn, AIA, LEED AP has practiced architecture since 1981 as a licensed architect in New York and California. His current office in Potsdam, New York was established in 1991 and serves Northern New York with architectural services for commercial, institutional, and residential clients. He received his Master's of Architecture at Harvard and his undergraduate at Princeton.

Patrick Croke, AIA, has practiced architecture since 1982 as a licensed architect in New York, Connecticut and Florida. His office in Bedford Village, New York was established in 1987 and serves commercial, industrial, and residential clients. He received his degree with honors from the New York Institute of Technology

About Builder: Blansfield Builders, Inc.

James Blansfield is a LEED Accredited and Green Professional builder who has been building award winning custom homes since the early 1980's. He had been named Custom Builder of the year for Best Electronic Home from Custom Home Magazine in 1999 and has been featured in Kitchen and Bath Design News, Women's Day Magazine and in Better Homes and Gardens for Exciting Projects over the last 25 years.

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