



**October 28, 2010
FOR IMMEDIATE RELEASE**

Media Contact:
Dale McGlothlin
(202) 341-8615
dm@seachangeglobal.com

Successful Modular Home Company Co-Founder Builds His Own Dream Green Home, Chooses InsulStar Spray Foam Insulation

MOUNT AIRY, NC—The Schieler family manufactures over one hundred modular homes each year for families in five Midwest states with their company, Homeway Homes in Deer Creek, IL. Now, the company has manufactured a special one for general manager, Ted Schieler, and it's green. Not the color—environmentally green.

Schieler's new house, a 1,700 square foot, ranch-style home based on the company's existing "Concord" model, incorporates energy-efficiency, water capture and conservation, sustainable or recycled products, and measures to protect indoor air quality, and doesn't sacrifice on style or attractiveness. The home also includes a geothermal energy source instead of fuel, which refers to a process using heat from deep in the earth to heat or cool the home. The Department of Energy (DOE) and Environmental Protection Agency (EPA) have endorsed ground source heat pump systems as among the most energy-efficient and environmentally friendly heating, cooling, and water heating systems available.

“The challenge with geothermal, or any alternative energy source is how well it is used; how little energy is wasted,” says Schieler, a builder with impressive credentials: GMB, CGP, CSP and president of The Home Builders Association of Illinois. “A green home should be comfortable and extremely energy-efficient. What good is an alternate energy source if you’re not using smart products that help conserve as much of the energy as possible? So, we’re pairing the home’s geothermal system with InsulStar high performance spray foam insulation. It’s the best energy combo out there.”

Schieler explains, “InsulStar closed-cell spray foam is an ideal insulator. Because it’s a spray-applied foam it fills every crack, then expands and cures to provide ultra-insulation and a vapor and air barrier. I don’t see how you can build with geothermal without InsulStar. We believe it’s an example for the entire building industry.”

Schieler’s new home includes ENERGY STAR appliances, low flow plumbing fixtures, dual flush toilets, a rainwater retention system, low to no VOC paints, and sustainable building products throughout.

Homeway Homes is using Schieler’s new home to model their green building future. Schieler says, “We’re working toward plant certification by the National Association of Home Builders Green Building Program (NAHBGreen), and my home gives us the hands-on opportunity to hone our processes.”

“It’s the home I’ve always wanted to build,” says Schieler. “Ultra-energy-efficient, comfortable, good for the environment, and without sacrificing any of the beauty of the home.”

###

**For more information, or to arrange an interview on this subject contact:
Dale McGlothlin (202) 341-8615
dm@seachangeglobal.com**

About NCFI

NCFI was organized in 1964 by research chemist, Dr. H. W. Bradley and Barnhardt Manufacturing Company. NCFI is headquartered in Mt. Airy, NC and manufactures polyurethane foam chemical systems for spray foam-in-place insulation (SPF), roofing, marine floatation, packaging, specialty molding, and many other uses. The company also offers a complete line of flexible foams for furniture seating, transportation seating, bedding, carpet underlay, and packaging. NCFI also has manufacturing plants in Hickory, N.C., Dalton, GA., and Salt Lake City, UT. To learn more about NCFI please visit www.NCFI.com.