

October 22, 2010

Green Idea House Breaks Ground
Hermosa Beach, Calif., Home Will Feature ThermalCORE and Other Eco-Friendly Technologies

ThermalCORE is one of a number of groundbreaking eco-friendly technologies that will be used in the retrofit of the Green Idea House in Hermosa Beach, Calif. The project broke ground earlier this month.



When complete, the Green Idea House – which has been identified by Southern California Edison as a cornerstone case study for its own net-zero energy initiative – will be an approximately 2,100 square foot, energy-neutral, zero-carbon home.

Homeowners Robert and Monica Fortunato say they are “100 percent committed to researching and implementing ‘green’ building technologies so that our house becomes a practical case study for anyone who wants to replicate the process of cost-effective, eco-friendly renovation.”

In addition to ThermalCORE, the Green Idea House will feature solar panels, a wind turbine, advanced heating and hot water systems, energy-efficient lighting and appliances, landscaping using drought-tolerant plants and an organic garden. In addition, its windows will be positioned to capture natural daylight and cool evening breezes.

The Fortunatos expect construction will be complete and ready for tours late summer 2011.

For more on ThermalCORE and the Green Idea House:

http://www.dailybreeze.com/news/ci_16260936

<http://online.wsj.com/article/SB126151995949302005.html?KEYWORDS=fortunato>

<http://www.greenideahouse.com/about/partners/national-gypsum/>

Media Contact:

Gretchen Siebert, LGA
(704) 552-6565, office
(704) 560-9706, cell