Hunter Green

Conserving energy has never been so beautiful.

BY HEIDI DOERFERT

CARBON FOOTPRINT. ENERGY EFFICIENCY. GOING GREEN. We've heard these terms a lot lately, but they are more than just environmentalist catchphrases. Our economy and the condition of our earth demand more people take notice of the usable power we waste each day. When we think differently about how we use our resources and choose products that reduce our own energy bill, we can also have a positive impact on the planet.

Some corporations, like the window fashions leader Hunter Douglas, want to lead by example. In February, Hunter Douglas announced the launch of Hunter Green, an initiative to make consumers aware of the superior energy-saving benefits their products offer, create awareness and action around energy conservation, and support social programs that have a positive global impact. To take it a step further, Hunter Douglas also commissioned the GREENGUARD Environmental Institute (GEI), an independent, non-profit organization that establishes acceptable indoor air standards for indoor products, environments and buildings. More than any other company in the industry, Hunter Douglas products have met rigorous standards and virtually all are GEI Certified.

"Not only do we want to reduce our own carbon footprint as a company," says Donna Lobosco of Hunter Douglas, "we want to help our customers in their conservation efforts while adding beauty to their homes with our stylish window treatments."

Green meets gorgeous with the Duette Architella line, a favorite of Tim Donaldson, owner of The Blind Man and an authorized Hunter Douglas dealer. "The Duette is the most versatile product in the lineup because of its unique ability to adapt to any window. The fabric and color selections allow it to fit into virtually any décor. Another great feature is its energy efficiency." Tim explains another timely buzzword—R-value. "An R-value is a measure of thermal resistance. The bigger the number, the better the insulation. Typically, the walls in your home have an R-value of 17, a window about 2." Tim says that by adding certain window treatments, like the Duette Architella honeycomb shade, you can triple your window's R-value and reduce energy loss by up to 50 percent. "That keeps green in your pocket!" Tim notes.

Hunter Douglas window treatments decrease energy usage in two other ways: they control solar heat by allowing it into your home in the winter and minimizing the amount that comes in during the summer. And, they enhance the use of natural light by diffusing and dispersing sunlight deep into a room, so you can turn off the lights more often!

To find out how you can go "Hunter Green" with beautiful window fashions, visit Hunter Douglas at www.hunterdouglas.com or call (800) 274-2985. THM



Duette® honeycomb shades with TruRise®.



Duette® honeycomb shades with VertiGlide®.