



## Pick your green strategy

“Green” is a hot buzzword. However, if you are picking a strategy on how to sell customers on your green construction practices of protecting the environment through energy-efficiency, resource management, and improving indoor air quality, just saying “green” may not be the way to go. Experts say “energy efficiency” is your best bet. For other customers, it will resonate as “high performance.”

For many customers, it will come down to health. Green remodeling improves indoor air quality,

a concern for everyone, particularly for families coping with loved ones afflicted with asthma or allergies. One simple way to protect indoor air quality is to stock and use low-emitting products that won't contaminate indoor air.

**BY THE NUMBERS**  
**40%**

Percentage of green homeowners who used green products or materials for a recent remodeling or renovation project.

**BY THE NUMBERS**  
**20%**

Increase from 2005 to 2006 in builders “dedicated to green-building issues.” It's expected to grow by another 30% this year and industry analysts expect in the future, builders involved in green building will outnumber those who aren't.

Source: McGraw-Hill Construction and the National Association of Home Builders, 2007.

### Four OSI® GreenSeries™ products are GREENGUARD Indoor Air Quality Certified®

We're proud to announce four OSI GreenSeries products meet rigorous low-emitting standards, having been tested and GREENGUARD Indoor Air Quality Certified by the GREENGUARD Environmental Institute, an independent non-profit organization that works to clear up the confusion (and clear the air) about low-emitting products. They are:

- OSI® GreenSeries™ Acrylic Urethane Indoor/Outdoor Sealant
- OSI® GreenSeries™ High Performance Subfloor & Deck Adhesive
- OSI® GreenSeries™ Drywall & Panel Construction Adhesive
- OSI® GreenSeries™ Flameseal® Fire, Smoke & Draft Stop Sealant