

KB Home Adds LP® TechShield® Radiant Barrier as Standard Feature



KB Home adds LP® TechShield® Radiant Barrier as a standard feature in all new homes, gains efficiency

SUMMARY

KB Home (NYSE: KBH), one of the nation's premier homebuilders, has delivered over half a million quality homes for families since its founding in 1957. The Los Angeles-based company is distinguished by its Built to Order homebuilding approach that puts a custom home experience within reach of its customers at an affordable price. KB Home has been named the No. 1 Green Homebuilder in a study by Calvert Investments and the No. 1 Homebuilder on FORTUNE magazine's 2011 World's Most Admired Companies list.

OBJECTIVES

With a focus on continually improving its homes, KB Home sought a way to take its new Built to Order homes to the next level. Because of the company's commitment to building ENERGY STAR® qualified homes, it wanted to add a feature that would play an integral role in meeting ENERGY STAR criteria and provide its customers with significant energy savings.

IMPLEMENTATION

KB Home found the solution among a host of upgrades it had been offering its customers: LP® TechShield® Radiant Barrier Sheathing. After seven years of providing LP TechShield Sheathing as an upgrade option to homeowners, KB Home decided to make the product a standard feature on all of its homes at no added cost to its customers.

"TechShield offers KB Home more than energy savings for our customers. It's easy to install with no long-term maintenance, and it represents the quality we've come to trust from LP."

*Jacob Atalla, Director of Sustainability
KB Home*

In Brief

LOCATION

Nationwide

PROJECT SUMMARY

As one of the nation's premier homebuilders, KB Home sought a way to improve the standard offerings of its Built to Order homes that would improve energy efficiency and help KB Home continue to meet ENERGY STAR® criteria for all of its new homes.

WEBSITE

www.kbhome.com

PROJECT OBJECTIVES

- Increase the quality of home offerings with sustainable features included as standard
- Improve the energy efficiency of all new Built to Order homes
- Help homeowners save on energy costs

SOLUTION

KB Home became the first national builder to make LP® TechShield® Radiant Barrier Sheathing a standard feature on all of its new homes. The product helps block heat in the roof sheathing from entering the attic, reducing the heat load on the air handling system and helping homeowners save up to 17 percent on monthly cooling costs.





“Initially we started using TechShield as an upgrade option to increase the energy efficiency of the homes,” said Jacob Atalla, senior director of sustainability for KB Home. “As energy efficiency codes and construction codes have become more stringent and as KB Home has continued to grow our commitment to building more energy-efficient homes, shifting from using TechShield as an option to installing it as a standard feature became a no-brainer.”

Constructed with a thin, durable sheet of laminated aluminum to LP® OSB Sheathing, LP TechShield Radiant Barrier Sheathing builds energy efficiency directly into the home. The radiant barrier helps block up to 97 percent of radiant heat in the roof sheathing from entering

the attic, reducing the heat load on the air handling system.

“Features like TechShield open the door to further educate homebuyers on the availability of building materials with environmental benefits and long-term cost savings for them personally,” said Dan Bridleman, senior vice president of sustainability for KB Home. “In today’s market

consumers want to understand the impact on the environment, but also need to see the cost benefit to their pocketbooks.”



Because LP TechShield Radiant Barrier Sheathing can lower attic temperatures by as much as 30 degrees, the product can help homeowners save up to 17 percent on monthly cooling costs.

“TechShield offers KB Home more than energy savings for our customers,” Atalla explained. “It’s easy to install with no long-term maintenance, and it represents the quality we’ve come to trust from LP Building Products.”

LP TechShield Radiant Barrier Sheathing installs like conventional roof sheathing, requiring no additional labor. And with the patented VaporVents™ technology, it dries more quickly from construction moisture than other radiant barriers.

OUTCOME

KB Home is the first national builder to make LP TechShield Radiant Barrier Sheathing a standard feature in all of its new homes. Because it is ENERGY STAR certified and uses SFI certified forest management and wood procurement systems, the product has helped KB Home maintain its commitment to sustainability.

“This product works beautifully in delivering efficiency, and it has excellent marketing and customer service support behind it. The relationship we have with the LP team is exemplary,” Atalla said. “The product works well. The partnership works well.”



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