

Welcome to The Edge by Wolfers...

an informative and exciting newsletter for people who need to be in the know when it comes to lighting.

TRENDS GREEN BUILDING GOING STRONG



Visit Wolfers' new Green Zone to learn how to incorporate energy-wise lighting into your projects.

Utilizing data from his company's 2006 and 2008 Smart Market Reports on green building, as well as from a few other studies, Harvey M. Bernstein, vice president of industry analytics, alliances, and strategic initiatives for McGraw-Hill Construction, offered the following conclusions:

- **Green is a market differentiator.** Builders are finding it easier to market green homes and homeowners are much more interested in buying them, even in a down economy. Bernstein called green building a "savior," and while the residential market overall has plummeted, the green residential market is climbing at a steady pace, increasing fivefold between 2005 and 2008 and expected to triple by 2013. The total residential green opportunity in 2013 will be \$40-\$70 billion.
- **Interest in green homes spans all income levels.** While the greatest percentage of demand for green homes (27%) is within the \$50,000-\$74,000 income range, 30% of the demand falls into the two lower income brackets.
- **Younger generations will expect green options.** "They can't imagine building anything that isn't sustainable," Bernstein said.
- **Green-home buyers are driven by operational cost savings and improved health.** Associating green with quality will be a strong selling point in the down market.
- **When remodeling, homeowners will spend the most on features that make their homes greener.** They will spend less on features that increase comfort or improve the appearance.

For more information on green products, visit a Wolfers showroom or make an appointment with a lighting consultant today at <http://www.wolfers.com/about/appointment.html>.

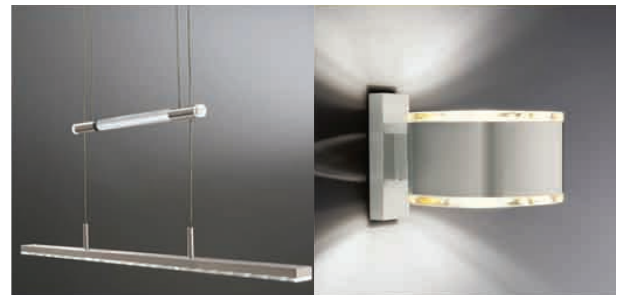
HOT DESIGNS

HOLTKOETTER INTERNATIONAL, INC.

This issue features a wall sconce and an acrylic pendant by Holtkoetter.

The acrylic pendant has four finish options, including satin nickel (as shown here). It measures 28 3/4" wide by 39 1/4"- 67" high and has warm white LEDs. This pendant uses 15 LEDs with a total power consumption of only 28 Watts.

The wall sconce, "Quergedacht," has five finish options: brushed brass, chrome, hand-brushed old bronze, polished brass, and satin nickel (as shown here). It measures 6 3/4" wide by 4 3/8" high. This wall sconce takes a 1 x 75 Watt, G9, Frosted bulb.



WHAT'S HAPPENING AT WOLFERS



Lightolier Track Lighting Sale

Hurry in to one of our showrooms and save up to 50% on sale products! Replace those big, outdated track lights with smaller, more energy efficient Lightolier track heads. **Sale ends March 15th** so don't miss your chance to save big.

View sample sale products at <http://www.wolfers.com/browsebytype.php?Type=228>.

"Opening Day at Wolfers"

NARI Networking & New Member Event

April 14th from 4:30pm-8:30pm at Wolfers Allston Showroom

Grab a beer, a hot dog, and a sausage just like you would at the ballpark...all while networking and seeing the latest energy efficient lighting technologies.

Learn how NARI (National Association of the Remodeling Industry) can help benefit your business. Bring a prospective member along for the fun! There will be baseball speed and accuracy games and door prizes, including a chance to win a free NARI membership and tickets to a Red Sox game!

RSVP by email (ann@emnari.org) or call Ann at 508.907.6249 by March 27th.



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