



## FOR IMMEDIATE RELEASE

June 9, 2008

Contact: Vanessa McGee  
(251) 476-1283  
vanessa@redsquareagency.com

### **New Orleans-Native Spearheads National Green Building Effort**

*(New Orleans, La.)* – Ronnie Wirth, a New Orleans homebuilder for more than 20 years, is championing green building efforts in Louisiana and the nation.

As part of Wirth's efforts, the Home Builders Association (HBA) of Greater New Orleans adopted a program that certifies residences on a gold, silver or bronze level of green building. The certification has been given the seal of approval by the American National Standards Institute, helping to assure the safety and health of consumers and the protection of the environment. As a result, the National Home Builders Association (NHBA) chose New Orleans as the pilot city for its National Green Building program which launched at the International Builders Show this February.

"My passion for green building and a healthier living environment came when I discovered my son contracted a respiratory virus when he was about 18 months old from his living space," explained Wirth, owner of Homes By Wirth. "When he had to be put on a breathing machine, I knew I needed to make a difference in how people build their homes."

As the first chair person for the HBA of Greater New Orleans to implement a green building certification program, Wirth makes quality of life a top priority when building homes.

"As a green builder, I use products that are energy efficient and better for people to live in; BluWood is a good example of one of those products," said Wirth. "BluWood is a great match for what my company has set out to accomplish – building homes with better indoor air quality, sustainability and, frankly, giving homeowners a better quality of life."

Exclusively distributed and supplied by Edgefield Lumber Company in the Gulf South, BluWood is resistant to mold, moisture, fungus and termites.

"We are thrilled that our company is taking part in making homes safer and healthier to live in and setting an example nationally about smart building," said Greg Wells, vice president of sales for Edgefield Lumber Company. "BluWood is a perfect fit in making homes healthier because it does not contain chemicals that are potentially harmful to the home and job site, and it offers long-term sustainability because of its ability to control mold growth and eliminate the threat of termites and wood rot – safely."

Homes built by Wirth show that green building is affordable and within reach for the conventional American family. Constructed in compliance with the NAHB's Model Green Home Building Guidelines, the progressive residences demonstrate how the use of innovative products take into account the health of their inhabitants, the effect of energy on household and national budgets, and the security of being constructed to weather large storms.

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30105 Hwy. 59 N. Mail To : P.O. Box 850 Loxley, Alabama 36551 Toll Free 800.964.4228 Local 251.964.4228 edgefieldlumber.com



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### **About Edgefield Lumber Company**

Founded in 2007 Edgefield Lumber Company is headquartered in Loxley, Ala., and offers smart solutions for home builders in the Gulf South region including Alabama, Mississippi, Louisiana, Arkansas, Tennessee, and the Florida panhandle. The company's management includes Mason McGowin III, president, and Greg Wells, vice president of sales. Randell Robinson serves as the company's production manager. With a capacity to treat upwards of 50 million board feet of lumber per year, Edgefield is poised for growth. As the region's exclusive manufacturer and distributor of BluWood, a lumber resistant to mold, moisture, fungi and termites, Edgefield Lumber Company is committed to providing its customers with materials to Build Bright.

BluWood is recognized as a "green-friendly" product and is listed in the GreenSpec Directory, a listing of environmentally preferable products as well as featured in Green Builder® magazine and products section of their web-site [www.greenbuildermag.com](http://www.greenbuildermag.com).

Today, BluWood is widely available to builders and building material suppliers throughout the United States and Canada. For more information about Edgefield Lumber Company and its revolutionary BluWood product, visit [www.whyisthishouseblue.com/press](http://www.whyisthishouseblue.com/press).

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