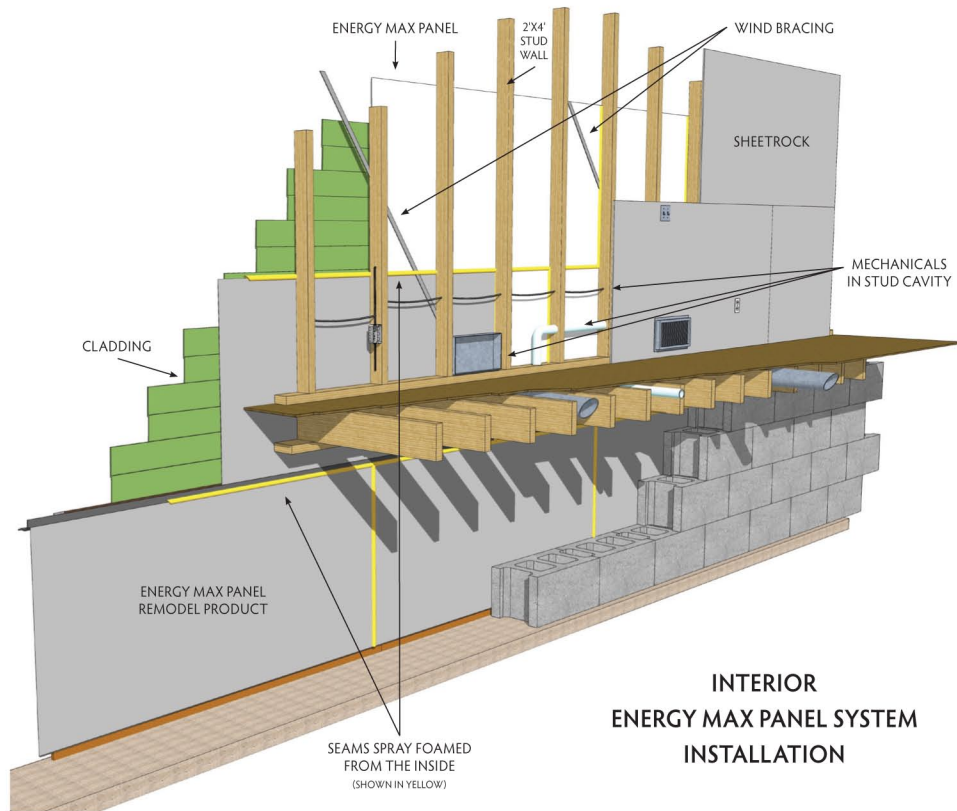
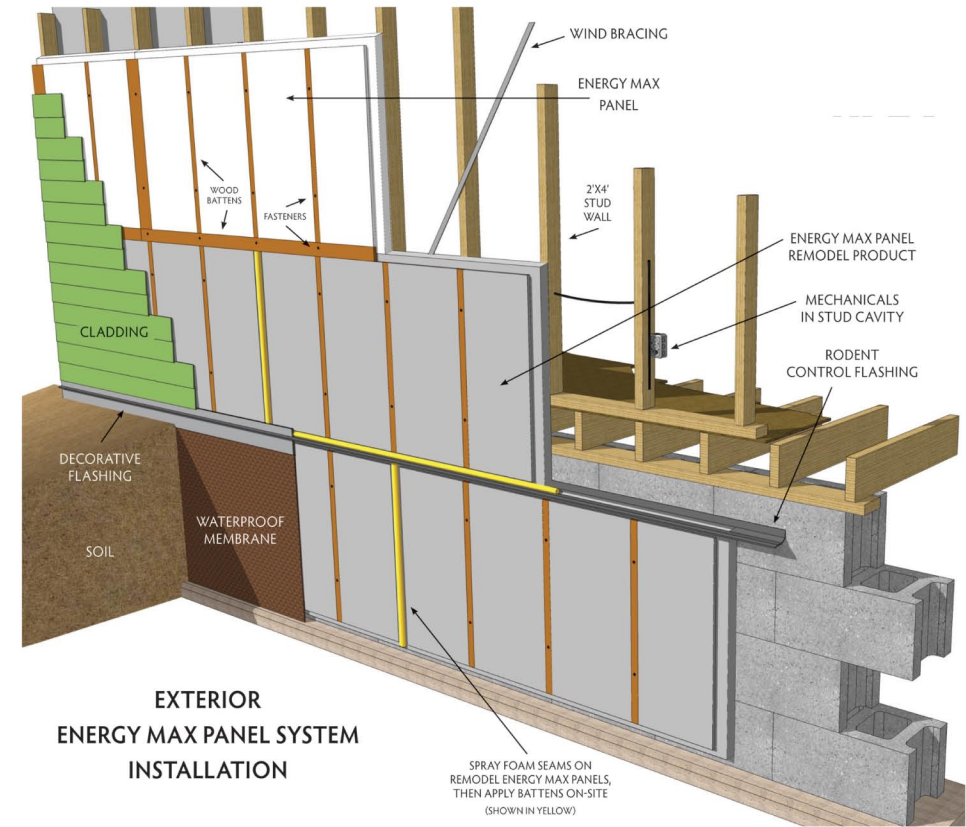


Builder's Who Sustained The Economy By Focusing On Sustainability Who wouldn't want to save 50-70% in heating and cooling costs?



**INTERIOR
ENERGY MAX PANEL SYSTEM
INSTALLATION**



**EXTERIOR
ENERGY MAX PANEL SYSTEM
INSTALLATION**

As we all know the once thriving local building industry took a huge hit by the economy...luckily it has begun striking back. According to the most recent newsletter from the Builder's Association of the Twin Cities (BATC) single-family construction increased over January 2010 by eight percent and increased over January 2009 by 61 percent.

Current buzz words on the lips of potential new homeowners include: sustainability; energy efficiency; green building practices and green building products. Wise builders are becoming more educated regarding new methods and new products in order to provide clients with options for sustainable building design and construction.

One metro company educated themselves in sustainable building and actually took a leap of faith to develop a new building product during the worst building recession in recent memory. Why? Because they saw a very real need which was missing in conventional building practices. An insulation product and installation method which outperformed current methods, yet was cost effective and easy to use.

Having worked in the home building industry since before they could drive, Adam Hegland and Tadd Johnson developed

an extensive background in all aspects of home building methods and a keen knowledge of building products. They experienced firsthand the frustrating reality that there is a need for improvement as to how a conventional home is built. A couple of years ago, in an effort to be awarded an Energy Star rebate, the partners used fiberglass insulation and came up short in receiving the rebate. They thought there had to be a better option...yet they couldn't find one. Spray foam insulation, SIPS and ICF's certainly are better but none are as cost effective and easy to install. Their frustration spawned a new product.

Forming Supreme Energy Products, the partners recently launched the Energy Max Panel and Installation System. The panel is made of EPS (Expanded Polystyrene) which can be installed on walls, ceilings, trusses and foundations. The panels fit together and are attached to the exterior of the stud wall; the seams are spray foamed from the inside to create a complete structure seal. Recent testing found the Energy Max Panel and Installation System performs up to three times better than a typical house of the same size.

"Our Energy Max Panel is an all in one product...it's the insulation, vapor barrier, sheathing and weather barrier all in one. It's ideal for new builds, room additions, crawl spaces and for existing structures, such as metal buildings,"

explains Hegland. "Because Energy Max Panels are made of EPS, our product has a number of great properties ...it's energy efficient, mold and mildew resistant, it's recyclable and reclaimable, the indoor environmental quality is improved and it provides a noticeable sound reduction factor as well."

"I feel they are leading the way in how homes will be insulated in the future," states Rich Cooke of Rich Cooke Homes, Hudson, WI. "The really impressive benefit is the amount of energy efficiency the homeowner achieves by using this product without spending a lot of money."

Johnson indicated the product can be ordered directly through Supreme Energy Products and it will soon be available through local lumber yards.

As consumers ask for it by name...the Energy Max Panel will very likely become one of the new buzz words in the building industry. **SL**

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