

IN THE NEWS

USGBC announces LEED Automation

CHICAGO—The U.S. Green Building Council (USGBC) launched Automation, a program designed to streamline and create capacity for LEED building certification process. The program enables LEED Online, the online tool used to submit documentation and certify LEED projects, to interact with third-party technology platforms.

"Automation takes the green building process to a new level," said Chris Smith, USGBC's COO. "We recognized several years ago that we cannot focus only on the evolution of LEED and its continuous improvement. The technology used to administer the certification process is also evolving to increase customers' business agility through improved data, information and content integration."

LEED Automation works similarly to an app. It will perform three key functions for project teams and users of LEED Online by seamlessly integrating third-party applications, he noted. "It will provide automation of various LEED documentation processes, deliver customers a unified view of their projects, and standardize LEED content and distribute it across multiple technology platforms."

This marks the first time USGBC has opened LEED Online to the software application market and third-party software developers. It represents the initial step in what USGBC expects will be the addition of many technology partners in the future.

For more information, call 202.243.8743.

Swift-Train opens distribution center

CORPUS CHRISTI, TEXAS—Swift-Train has opened its new 40,000-square-foot warehouse, distribution and call center in San Antonio. The company also operates branches at its headquarters here, and in Victoria, Harlingen, Dallas, Austin and a distribution center in Houston.

"With our purchase of the new building, we now have the space to double capacity," said Jeffrey Train, executive vice president, operations.

"We now have 11 truck bays which provide ease of use, weather protection, dock bay workers protection and customer height doors for easier van level loading for customer pickup."

For installers, the new facility features an expanded tools and sundries store.

Swift-Train's San Antonio branch opened in 1962, moving to its recent location in 1987. The wholesaler's new customer service call center serves its entire Texas area distribution customer base as well as the company's nationwide brand of flooring, EarthWerks Flooring Inspired by Nature.



Swift-Train's San Antonio facility.

Shaw sponsors Green Home Giveaway

By Louis Iannaco

DALTON—Shaw will again be the exclusive flooring provider and sponsor for the HGTV Green Home Giveaway set for spring 2011. HGTV will build its fourth annual green home in Stapleton, Colo., an eco-progressive community in Denver, created on the site of a former airport. Stapleton is reusing/recycling 4,700 acres of land and reconnecting it to Denver's urban fabric.

Over the past decade, the community has emerged as one of the country's most ambitious examples of sustainable development. The 2,400-square-foot, custom-built green home being built there will be given away as part of the HGTV Green Home grand prize package next spring. Information about the home's location is available at HGTV.com/greenhome.

"The HGTV Green Home gives us an opportunity to display the latest products, such as Shaw's sustainable flooring, and highlight the newest practices for the ever-evolving standards of sustainable living," said Jack Thomasson, HGTV house



The sponsorship of HGTV's Green Home giveaway brings Shaw "incredible" brand awareness.

planner. "The combination of a spectacular eco-healthy home design, built in a vibrant community, will undoubtedly make this our most dynamic HGTV Green Home ever."

The home will feature open spaces that flow together to create an interactive environment. Its exterior mix of hipped and cantilevered roof forms gives a feel of a winged structure, recalling the site's airport past, he noted. "By not replicating a traditional house style, the 2011 Green Home looks to the future with a modern prairie look and doesn't try to reproduce the past. Constructed by homebuilder Infinity Home Collection of Denver, a Shaw customer, it will feature construc-

tion and design elements known to contribute to an energy efficient, cleaner and healthier living environment."

The 2010 HGTV Green Home Giveaway generated 17 million entries and resulted in a successful "Spring is Green" promotion for Shaw retailers. "We're honored that Shaw is again the exclusive flooring provider of the HGTV Green Home," said Steve Sieracki, Shaw's vice president of marketing and product. "The sponsorship brings incredible brand awareness to Shaw and our offering of sustainable, stylish floors.

"Best of all," he explained, "the sponsorship delivers value to our retailers through Shaw's prominent presence on the network during the spring. During the HGTV Green Home time period, our commercials and HGTV.com drive consumers to shawfloors.com. And once on the site, the Spring is Green promotion drives purchase intent. It's a win-win effort for all of us."

Recyclable Shaw Anso nylon carpet and eco-friendly Epic hardwood will be featured in the 2011 HGTV Green Home.

HGTV Urban Oasis winner floored by Mullican

By Emily Hooper

NEW YORK—Mullican Flooring was among the sponsors of the HGTV Urban Oasis 2010 Giveaway on hand here Dec. 2 for the "key" ceremony. The event, which also attracted sponsors KraftMaid Cabinetry, Kohler and Acura, was the finale of a \$1.5 million sweepstakes where the winner of the grand prize—a fully furnished Manhattan apartment in the newly constructed Residences at W New York-Downtown in the Financial District—was announced.

"It has been a great experience to see how Mullican's quality products were integrated into one of the most exciting and upscale design projects in the country," said Neil Poland, president, Mullican Flooring. "We are proud to have been a part of such an impressive undertaking."

The winner, Adam Venckauskas, seemed to have won by an unusual amount of good fortune. In a competition where participants could enter twice daily on HGTV.com and frontdoor.com from Sept. 1 to Oct. 20, the 21 year-old college student at the University of Central Florida entered only once. His mother, Genevieve, entered religiously and said he entered to appease her.

Venckauskas, who is studying civil engineering, said the apartment in downtown Manhattan is very different from his off-campus student apartment in Oviedo, Fla. Among the bells and whistles of the city apartment—stackable washer and dryer, laptop with printer/fax machine, flat screen televisions, unbelievable views—is the beauty of Mullican's walnut hardwood in Ebony. He also appreciated not having to do the work himself, adding he, his father and brother had installed hardwood floors in the family's Florida home.

Mullican was the exclusive flooring

sponsor for the 900-square-foot apartment, providing 800 square feet of hardwood from its Frontier Collection. Ebony walnut brown is one of 1,500 Mullican products available through 50 distributors and 5,000 retailers across the United States.

The Urban Oasis apartment is one of several in the 57-story residential tower located in lower Manhattan with views of Battery Park City, Ellis Island, the Statue of Liberty and the new World Trade Center. It was decorated by Vern Yip, one of the world's leading interior designers, and structurally



From left, HGTV's Urban Oasis giveaway winner, Adam Venckauskas, with HGTV's president, Jim Samples.

designed by Jack Thomasson, who also plans HGTV's annual Dream Home and Green Home giveaways.

SNAPSHOT

Consolidated donates flooring to St. Joseph's

NEW YORK—Consolidated Carpet was featured on a recent episode of NBC's "George To The Rescue" after providing resilient flooring to the Pediatric Oncology treatment/family room at St. Joseph's Hospital in Paterson, N.J.

Consolidated and its vendors Armstrong and Mannington, among others, donated time and materials to install the resilient flooring in a sunburst pattern with colorful rays streaming out from the sun's core.

"The room creates a cheerful, fun environment where adolescents with cancer can be comfortable while receiving treatments and spending time with their families," said Lou Pisani, account executive for Consolidated, which was selected by Sweet Construction Group for the project.

The theme for the room is earth,

wind, water, sun and you. It features personal artwork from patients as well as Apple iPads, a fish tank and comfortable chairs.

"The Consolidated team is proud to be donating our time to give these kids a positive, comfortable space of their own at St. Joseph's," Pisani said.

The show "George To The Rescue" is a spinoff of the "Open House NYC" LXTV real estate show. It features host George Oliphant and his crew as they assist homeowners or organizations with a design dilemma for needy recipients. Past features on the segment have included firehouses, bathhouses, studios and homes.

For more information about Consolidated, call 212.226.4800 or visit consolidatedcarpet.com.

