

FOR IMMEDIATE RELEASE  
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## **BioBased Insulation<sup>®</sup> Used to Insulate DIY Network's 2009 Blog Cabin**

ASHEVILLE, NC (Sept. 1, 2009) – BioBased Insulation<sup>®</sup> was used in an unusual building project recently that has been turned into a prime time show on a national cable network.

DIY Network's Blog Cabin, television's only interactive homebuilding series, began airing its third season recently. Endless Supply Company, a BioBased Insulation<sup>®</sup> Certified Dealer, insulated the cabin which was built at The Preserve at Little Pine, just outside of Asheville, N.C.

Internet users voted on design elements for a real log cabin including the lot, the floor plan and finishes. Then DIY Network experts built the cabin based on the winning features. Throughout the process viewers could follow construction of the cabin in real-time via a Web site and blog.

The project had a large following online. Selection of the lot for the cabin racked up more than 232,000 votes, and selection of the cabin's design generated 1.2 million votes.

DIY Network selected Asheville-based Greenstone Builders to construct the 2,400-square-foot cabin. Greenstone Builders specializes exclusively in ENERGYSTAR and HealthyBuilt homes.

Greenstone founder and CEO Rick Dwyer chose Endless Supply and BioBased Insulation<sup>®</sup> for the DIY project. While many elements of the cabin were voted on by bloggers, it was important to Dwyer to personally select the best materials for the cabin's building envelope.

"Because of our commitment to energy-efficient and healthy building, we like the insulating and air sealing qualities of foam," Dwyer said. "We have chosen BioBased Insulation<sup>®</sup> because it also has a soy component, which minimizes the use of petroleum products."

Dwyer's company has used BioBased Insulation<sup>®</sup> and Endless Supply Company to insulate a number of their homes ranging from smaller entry-level to custom estate homes, so he didn't have to worry about the quality of the installation or the performance of the product.

"The homes we build are tight in construction, and our clients have told us that their heating and cooling costs have been reduced significantly," Dwyer said.

Steve Deweese, owner of Endless Supply Company, said that the construction of the cabin was really similar to other houses he's worked on for Greenstone Builders.

"The challenge in this project came in the need to work around the schedule of the film crews," Deweese said. "The project had to be sprayed in two phases instead of all at one time, which is typical for most jobs."

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Deweese said that the site itself also presented some unique challenges simply due to the number of vehicles and people on site because of the film crew in addition to the construction crews.

“We were very pleased with the end result of the installation and received many positive responses about the product and our work from the film crew and other trades working on the project,” Deweese said.

You can take an interactive tour of the cabin now at [www.diynetwork.com/blog-cabin](http://www.diynetwork.com/blog-cabin), and you also can register to win the cabin which will be given away in November.

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## Endless Supply Company

Endless Supply Company, located in the Greater Asheville area in Western North Carolina, serves the construction industry, focusing on “green building” and LEED certified construction projects. Endless Supply is committed to promoting energy efficiency, the use of renewable resources and sustainable building materials.

## BioBased Insulation®

BioBased Insulation® is committed to making the world’s structures more sustainable by developing and marketing performance-tested, environmentally responsible spray foam insulation products through a global network of certified dealers. Our goal is to reduce dependence on petroleum products by correctly sealing buildings to make them energy efficient and by utilizing the latest technology to incorporate renewable ingredients into our products and sustainable practices into our business. BioBased Insulation® is only available from a network of certified dealers who have been trained in building science and applications.

## Greenstone Builders

Founded in 2005, Greenstone Builders Inc., is an unlimited licensed general contractor located in Asheville, N.C., specializing in building exclusively Energy Star and Healthy Built homes. The company’s founder, Rick Dwyer, is the only builder in Buncombe County, and one of just five in the entire state, to earn the designations of Graduate Master Builder (GMB), Certified Graduate Builder (CGB), and Certified Green Professional (CGP) from the National Association of Home Builders. For more information about Greenstone Builders, visit [www.buildgreenstone.com](http://www.buildgreenstone.com) or call 828-298-8188.

