



The Morse Quarterly

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Green: It's More than Just a Color



Welcome!

Happy New Year and welcome to the first issue of the Morse Newsletter! At this time of year everyone is making New Year resolutions, and Morse is no exception. One of Morse's biggest goals this year is to become "Greener". So in tribute to our goal we have decided to make this entire issue a tribute to Green Design.

Best of Luck in the New Year & Enjoy
The Morse Team

How Morse Does Green

We have always been conscious about the little differences in the construction process that help to build a more earth friendly home. There are many



I am sure you have heard the phrase, "Going Green" or "Green Design"; if you haven't, just watch the latest Honda commercial where their new slogan is "Go Green with Honda", and they aren't talking about buying a green colored car.

Well as you might have already guessed, Green is no longer just a color, but rather an entire social and ecological movement that transcends into everything from Urban Planning, to Remodeling, and has even found its way into the Fashion industry.

So what is this movement and what does it mean to go Green?

This movement dates back to the 1970s and has only gained widespread popularity in the last decade. The U.S. Green Building Council defines green design as a practice that significantly reduces or eliminates the negative impact of buildings on the environment and on the building occupants. This is accomplished by using rapidly renewal resources, using non-toxic products, finding ways to conserve energy and water, and minimizing the footprint that the building has left on the environment. Everyone from the largest construction companies to the DIY homeowner are encouraged to jump on the bandwagon and to Go Green Today!

For more information on Green design check out U.S. Green Building Council at www.usgbc.org or Build it Green at www.builditgreen.org

DIY

Things You Can Do to Make Your Home Eco Friendly

1. Replace your windows with

factors and aspects that are looked at in the design, product selection, and building process that help with building more sustainable and energy efficient homes.

One of the factors involved in new construction is the orientation of the house or addition to maximize natural sunlight for heat and light. Solar tubes and skylights are also a great way to increase natural lighting in the home, especially when reorientation is not an option. Using solar panels on the roof is a great way to help with energy consumption. In addition, the use of Energy Star appliances and attention to lighting design our ways that we exceed building code and title 24 energy standards. Insulation and radiant barrier roof sheathing also helps with how efficient a home can be. Also, by using low flow plumbing fixtures and the installation of on demand water heaters we help reduce water consumption.


Air quality in the home is another important factor in the Green movement; this is why we always recommend using high efficiency heating and cooling systems. We also consider the building materials that go into a home, which is why we use engineered wood for framing and medium density fiber board for trim products instead of using real wood. These are just some of the ways that we at Morse are helping our customers to build green and enjoy a more energy efficient home.

Designer's Pick: Brizo's Pascal Kitchen Faucet

I am sure you have seen, and probably have even used, a motion controlled



- more energy efficient ones.
2. Retrofit all faucets with flow reducers to minimize water usage.
 3. Use Low/No VOC paints and finishes.
 4. Install Energy Star Appliances and Light fixtures.
 5. Make sure your house is properly insulated. If you have to insulate areas use non formaldehyde, cellulose or other alternative insulation.



faucet. The technology has been around for years, and are most commonly used in commercial locations, like airports. Brizo, a Delta Company, has just introduced a residential kitchen faucet that uses this same technology. This faucet uses Deltas' Smart Technology; enabling more efficient food preparation, clean up, and water conservation. Both the spout and handle are touch sensitive to allow for a greater ease of motion. The faucet also includes a pull out sprayer with one click diverter to switch from stream to spray. For more information go to the Brizo website at www.brizo.com.

Information and Picture taken from Brizo.com

Upcoming Events:

- Davis Green Home and Garden Show-March 15 & 16 in the ARC Pavilion at U.C. Davis (Open to the Public)
- Morse Remodeling, Inc. to host Davis Chamber Mixer Thurs. April 10th at Office (Open to Davis Chamber Members)
- Morse Remodeling, Inc. to host NARI Dinner Tues. April 15th at Office (Open to NARI Members and their Guests)
- Woodland Home and Garden Show- April 18,19,& 20 (Open to the Public)

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