



in the news

Mason Homes named leader Uxbridge, Lindsay and Barrie projects key to success



Recently, EnerQuality Corporation honoured Mason Homes Ltd. with the ENERGY STAR Industry Leader Award (sponsored by Owen's Corning) for its outstanding contribution to energy efficiency in Ontario. The awards were presented at the 2005 EnerQuality Excellence Awards Ceremony at the Ontario Building & Renovation Forum in Markham, where more than 200 home builders, energy experts and construction professionals attended. Peter Love, Ontario's chief energy conservation officer, was host of the ceremony.

"Mason Homes was our top EnerGuide Builder last year, and very soon after we launched the ENERGY STAR program, they saw the opportunity to take their homes to an even higher level and made ENERGY STAR the key to their building and marketing strategy," says Lenard Hart, director of Business Development for EnerQuality Corporation. "They were the first in the GTA to begin building all of their homes to the ENERGY STAR standard and have promoted the benefits of energy efficiency throughout the industry."

ENERGY STAR for New Homes is a newly created program that helps home builders improve the quality of their construction and incorporate energy-saving products, while guaranteeing to homebuyers that a home is both high quality and energy efficient.

An ENERGY STAR certified home is 30 to 40 percent more energy efficient than the Ontario Building Code requires, reduces greenhouse gas emissions by two to three tonnes, and saves homeowners up to \$1,000 on their annual utility bills.

Mason Homes is the builder with the largest number of energy-efficiency related media hits, openings and advertisements in 2005. "This has helped to create and sustain the current buzz that exists around energy-efficient homes," adds Hart. "ENERGY STAR was launched this year with the hopes of transforming the new housing market in Ontario, and with industry leaders like Mason Homes on side I believe it will succeed."

Mason Homes was EnerGuide Builder of the Year for 2004, and is a leading-edge production developer/builder of detached and townhouse homes in southern Ontario, with landmark developments in Uxbridge, Barrie, Lindsay, and soon to expand to Peterborough. They construct approximately 200 homes per year.

R-2000 certified homes offer high energy efficiency and advanced indoor air quality by incorporating tighter construction, higher insulation values and mechanical ventilation. An independent, third-party expert inspects each house to ensure that it meets these requirements before it can be certified as an R-2000 home. Only licensed R-2000 builders who have been trained by the government of Canada can build R-2000 homes.

EnerGuide for New Houses is a consumer empowerment rating system used to measure the energy use and efficiency of a whole house. In this program, blueprints are analyzed to assess their energy efficiency to generate ratings out of 100. For every point rise on the scale, more money is saved on utility bills.

ENERGY STAR for New Homes is a label given to homes that meet balanced, whole-house, energy-efficiency standards, guaranteeing their owners significant energy savings. New homes that receive the ENERGY STAR label are 40 percent more energy efficient than those built to the minimum Ontario building code standards.