

## In many homes, easy-to-install mirror bifolds create look of spacious elegance

Mirrors have become one of the most popular trends in interior decorating today. A mirrored wall can turn a cramped room into a sparkling show-place.

And, now, some new easy-to-install mirror bifold doors by Benchmark not only create an elegantly spacious look, but also create valuable storage space.

Of course, bifold doors have always been popular for making useful storage space out of small spaces.

They're used to conceal closet space in bedrooms, dressing rooms, entrance foyers and bathrooms . . . or for concealing small sewing nooks and work benches.

Mirror bifolds accomplish all of this while also adding a bright

decorative touch to the room.

For remodeling, you can easily replace an old troublesome slider with these mirror bifold units. And, get full closet access, together with convenient all-around grooming, in exchange for your problems.

Benchmark mirror bifolds are sized to fit standard sliding door openings. Two side trim pieces are included to allow for flexibility in adjusting to varying opening widths with a neat finishing touch.

Shipped in an attractive package, the Benchmark mirror bifolds come as a complete system with tracks and installed hardware. So, any home handyman can quickly complete the installation with a few basic tools.

You just install the tracks, adjust the trim, slip in the doors.

Continued on page 6



**NEW EASY-TO-INSTALL** mirror bifold doors add a special touch in remodeling—an elegantly spacious look, full access to valuable storage, and a handy grooming aid with all-around viewing. Benchmark units are sized to replace troublesome sliding doors and fit standard openings.

## Today's energy concerns spur home improvements

Today's homeowner isn't remodeling for aesthetics alone. Of primary concern to those who remodel these days is the lowering of fuel bills, according to a recent homeowner study.

The study, commissioned by The Dow Chemical Company in cooperation with the National Home Improvement Council, was undertaken to determine the role of energy efficiency in homeowner remodeling decisions.

Conducted by an independent research firm, the study included more than 800 in-depth interviews with homeowners in 11 Northeast and Midwest metropolitan areas.

Although nearly half the homeowners interviewed said they are using less energy than a year ago, three-fourths say their heating and cooling bills increased an average of 21 percent during the 12 months preceding the survey.

### Shift in remodeling

The shift in what's prompting home remodeling is reflected in the fact that cutting fuel bills rated highest as a reason to remodel, with two thirds of those surveyed rating it very important.

"While the results of the survey show that homeowners are certainly aware of the opportunity to lower fuel bills when remodeling, common misconceptions about where homes lose energy may be causing homeowners to waste energy conservation dollars," warns John Musser, remodeling product manager at Dow.

Consumer enthusiasm for selecting a remodeling project as a way to save energy does not conceal the fact that home heat loss facts are actually quite different from homeowner perception.

### Points of heat loss

Nearly 60 percent of homeowners consider windows the biggest heat loss area in the home, followed by ceilings and doors.

According to industry research, however, more than half of the heat loss in today's typically insulated home is through the frame, walls and foundation. Only six percent of respondents considered walls a major heat loss area, while a mere two percent cited foundations.

Eighty-one percent of those interviewed considered a contractor's reputation as "very" to "extremely important" as a factor in choosing a contractor.

"Professional affiliation," notes John Hammon, executive vice president of the National Home Improvement Council,

### WELL-MADE WINDOWS REDUCE ENERGY WASTE

If your home suffers from old, poorly-fitting and drafty windows, they could be adding significantly to higher fuel bills, says Andersen Corporation of Bayport, Minn.

Replace them with modern, low-maintenance, energy-saving units that have double-pane insulating glass, factory-applied weatherstripping and a preservative-treated wood core sash and frame.

## —STRIKE A BLOW FOR YOUR BUDGET—

# CONSERVE ENERGY



## At Brandco Insulators We've Something to Blow About .....

- Blown Glass Fibre Insulation
- Cellulose Inwalls
- Aluminum Siding, Soffit Fascia and Eavestroughing
- Roofing

Use Your CHIP Grant — Up to \$500. Government Grant to help you save your heating dollars.

Over 30 Years Experience in The Business

# BRANDCO INSULATORS LTD.

108 Station Street

Rockwood

For Further Information

**CALL: (519) 856-9971**