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Helping Make  
Products Better™

**BASF**  
The Chemical Company



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# Cool News



THE PREMIER RESOURCE ON WHAT'S HOT IN COOL COATINGS

*BASF chemistry...helping build better homes! For more information on this project, click on the following link: [www.betterhomebetterplanet.com](http://www.betterhomebetterplanet.com).*

## BASF's near-zero energy home in Paterson, NJ

On April 26, the world will “see how the whole is greater than the sum of its parts” at the grand opening of the BASF near-zero energy home in Paterson, NJ.

The near-zero energy home is an example of how **BASF chemistry helps make things better...more efficient, more affordable, more environmentally friendly, stronger and faster.** This home embodies the spirit of **BASF's Better Home, Better Planet initiative** and is the culmination of efforts from BASF along with other companies and associations that are **committed to promoting high performance, energy-efficiency and**

**ecological benefits** in new housing projects.

**Selected by** the U.S. Green Building Council (USGBC) **for a pilot testing program** for the Leadership in Energy and Environmental Design for Homes (LEED-H) **rating system**, the home also features **Zero-Energy Housing concepts** from the **Oak Ridge National Laboratory** as well as building science principles from the **American Institute of Architect's Steve Winter** who is a **PATH** (Partnership for Advancing Technology in Housing) / **Build America expert.** The home is **designed to achieve ENERGY STAR certification,**



**supports New Jersey's Solar Initiative program and features an ULTRA-Cool® roof by Englert Inc.**

This project also represents a **philanthropic effort** on the part of BASF and the many people and organizations that contributed. **After the construction and demonstration phases are complete,** the home will be **donated to St. Michael's Housing Corporation,** which will then turn it over to **Richard Sosa,** a quadriplegic boy, and his family to occupy. The home also incorporates **universal design elements** in order to accommodate the family's special needs.



## INDUSTRY WATCH

In its **July 2006 issue,** **Metal Construction News** will feature “the metal building industry's premier national awards competition” - **MCN's Building Awards of 2006.** The **top five projects** will be **awarded \$1,000** as well as a **commemorative plaque** for their achievements. Numerous honorable mention projects will also be published in this issue. The **deadline for submitting ballots** for the contest is **May 8, 2006.** Metal building contractors, general contractors and metal building manufacturers are qualified to enter for **metal building projects** that were **completed after January 1, 2005.** Stay tuned for **upcoming MCN contests** including the **Metal Roofing & Wall Awards** (August issue), and the **Top Metal Roofers** (November issue). For more information, please visit: <http://metalconstructionnews.com/image-main/706bldgawaadweb.pdf>.



# BASF's Tom McKay seeking Class A board member spot with the CRRC

*Not only does he have a firm grasp on shaking hands and kissing babies, Tom McKay also knows a lot about "cool roofs."*

On **April 24, 2006**, the **Cool Roof Rating Council** will send ballots to its membership for the **2006 CRRC Board nominations**, in order to fill four open positions. **Tom McKay**, product manager for BASF's Industrial Coatings Solutions group, **would like your vote** in his bid for one of the Class A openings.

**Tom** has an extensive background in the industry. He **has been a pivotal leader in implementing our ULTRA-Cool technologies** and increasing knowledge and awareness within the industry with regard to product performance enhancements,

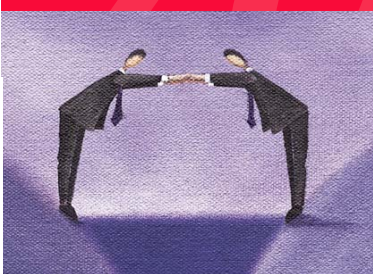
legislative requirements, etc. Tom has a **BS in Chemical Engineering** and an **MBA**. He has **19 years of experience** in the coatings industry, including **12 years specifically in coil coating** (Morton International & BASF Corporation), holding positions in **project and process engineering, manufacturing management, product and marketing management and business development.**

**If elected** as a CRRC board member, **Tom** says he **would attempt to make the process of registering products** with the CRRC **faster and easier**, try to **take costs out of the**

**registration process**, and **ensure that no roofing type gets unfair treatment in any CRRC process.**" He adds, "Although I must be unbiased toward metal, I would **enhance communication with the metal building industry** (especially the Cool Metal Roofing Coalition) to ensure that they are kept aware of trends, issues and required actions in order for metal to get proper consideration with the CRRC and the California Energy Commission."

OK, now for our **shameless plug** opportunity: Remember to **vote** for the man with a plan...**Tom McKay for CRRC!**

## CUSTOMER SPOTLIGHT: Kassel & Irons, Ltd.



Kassel & Irons, Ltd. specializes in manufacturing metal roofing shingles that have the appearance of natural-wood shake but offer the benefits and durability of steel. Kassel and Irons' roofing uses BASF's ULTRA-Cool® coatings and offers a weather-resistant interlocking design as well as integrated nail tabs. These features not only limit the potential for corrosion, but also reduce installation complexity. For more information, please visit [www.kasselandirons.com](http://www.kasselandirons.com).

### Industry Links



Click on the logo for more details!

- ❖ American Iron and Steel Institute
- ❖ BASF Better Home Better Planet Initiative
- ❖ Cool Metal Roofing Coalition
- ❖ Cool Roof Rating Council
- ❖ EPA ENERGY STAR Roof Products Program
- ❖ Lawrence Berkley National Lab
- ❖ Metal Building Manufacturers Association
- ❖ Metal Construction Association
- ❖ Metal Roofing Alliance
- ❖ National Coil Coating Association
- ❖ North American Zinc Aluminum Coaters Assoc.
- ❖ Oak Ridge National Lab

- [www.steel.org](http://www.steel.org)
- [www.betterhomebetterplanet.com](http://www.betterhomebetterplanet.com)
- [www.coolmetalroofing.org](http://www.coolmetalroofing.org)
- [www.coolroofs.org](http://www.coolroofs.org)
- [www.energystar.gov](http://www.energystar.gov)
- <http://eetd.lbl.gov/HeatIsland/>
- [www.mbma.com](http://www.mbma.com)
- [www.metalconstruction.org](http://www.metalconstruction.org)
- [www.metalroofing.com](http://www.metalroofing.com)
- [www.coilcoating.org](http://www.coilcoating.org)
- [www.steelroofing.com](http://www.steelroofing.com)
- [www.ornl.gov/roofs+walls/index.html](http://www.ornl.gov/roofs+walls/index.html)

### BASF Contacts

Please contact us with questions, comments or suggestions for editorial content.

**Tom McKay**  
Product Manager  
(248) 948-2344  
[mckayt@basf.com](mailto:mckayt@basf.com)

**Dave Story**  
Technical Leader (Cool)  
(419) 877-4313  
[storyd@basf.com](mailto:storyd@basf.com)

**Danielle Robinson**  
Market Research Analyst  
(248) 948-2379  
[robinsd5@basf.com](mailto:robinsd5@basf.com)



**BASF Industrial Coatings Solutions**  
26701 Telegraph Road  
Southfield, MI 48034  
[www.basf.com/industrialcoatings](http://www.basf.com/industrialcoatings)