

North America HVAC News

October 2008



International Market Strategy

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USA: 2008 Industry Research Offerings

BRG CONSULT NORTH AMERICA provides the heating and bathroom industry with the following multi-client offerings:

- 2008 USA HVAC Report
- 2008 Canada HVAC Report
- 2008 USA Plumbing Report
- 2008 Canada Plumbing Report

In addition to the above, BRG CONSULT publishes heating and plumbing reports on 30 countries in Europe and several countries in Asia.

The country reports are comprehensive market studies examining the overall market structure, the country economic situation, the construction market (new residential, repair/remodeling, commercial applications), the distribution channel mix, total market size in units and \$, market sizing of product subgroups in units and \$, market share data of the key manufacturers and importers, as well as profiles on key distributors and manufacturers serving the industry.

In addition to the above multi-client reports, BRG CONSULT NORTH AMERICA offers single-client confidential services. These ad-hoc services include:

- **Market Sizing** – detailed quantification of the market in units and dollars, with identification of key trends in the market and market share analysis of the major vendors servicing the industry
- **Market Due Diligence** – examining the strengths, weaknesses, opportunities in a given market, reviewing the market position by vendor, reviewing the competitive landscape by region
- **Market Mapping** – examining the selling-out process AFTER the products have been placed with distribution, giving manufacturers an understanding of the distribution channels, the competitive product offerings, the sales influencers, the key purchasing decisions of the end-consumer
- **Distribution Analysis** – examining within a given sales channel, the market position of a certain brand, competitive alternatives the end consumer could purchase, shelf market presence and share within the distribution channel, point-of-sale displays, point-of-sale materials, competitive pricing
- **Regional SWOT** – examining the market position within a specific territory, identification of the market opportunities and the strengths/weaknesses of a supplier in a new market
- **International Research** – BRG has the broadest library of market information pertaining to the Plumbing and HVAC markets worldwide. Many companies that are either present in international markets or are contemplating entering new markets turn to BRG for information.

BRG is here to help. For more information contact one of the following people:

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Source: BRG CONSULT NORTH AMERICA



Canada: UPONOR Closes Canadian Manufacturing Facility

10 Sep 2008 - UPONOR announced today a decision to close its Canadian manufacturing facility in Saint John, New Brunswick, effective 10 Sept. 2008. The closing is part of the initiative to reduce costs and align expenses to the low activity level in the building and construction industry. On 12 August, UPONOR announced a global programme that targets structural cost reductions in the range of EUR 30 million, effective in 2009. The planned actions are likely to affect more than 200 employees corporate-wide.

Approximately 80 employees are influenced by the closure in St. John. UPONOR is working with them during this transition by offering outplacement services and severance packages. There will be new recruitments in the Apple Valley, Minnesota factory later on, which will somewhat impact the total personnel reduction.

Closing the St. John facility allows UPONOR to improve the overall operational effectiveness in response to the marketplace. Despite the difficult economic environment, UPONOR is also taking advantage of opportunities and actively focusing on its strategic growth initiatives in North America, such as new product development, investments in the Apple Valley manufacturing facility, and new distribution centre.

UPONOR is a leading supplier of plumbing and heating systems for the residential and commercial building markets across Europe and North America, and a market leader in municipal infrastructure pipe systems in the Nordic countries. UPONOR's key applications include floor heating and plumbing systems. The Group employs 4,250 persons globally. In 2007, UPONOR's net sales totalled 1,050 million euros, returning an operating profit of 12.9%.

Source: www.uponor.com

USA: LENNOX Introduces Integrated Solar-Assisted Heating & Cooling System

LENNOX INDUSTRIES unveiled SUNSOURCE, said to be the industry's first integrated solar-assisted residential heating & cooling system. The system integrates solar power by using a single 190-W solar panel which provides power to assist the fan motor that moves air across the outdoor coil, a critical component in any home comfort system. Even on days with limited sun exposure, the system takes advantage of the available solar resources and reduces energy usage. To match the expected gains in energy efficiency, a conventional outdoor residential air conditioning unit would have to almost double in size.

Integrating solar power into other components of a typical home comfort system - including indoor motors, compressors, indoor air quality products, and thermostats - is currently being evaluated.

Source: Appliance Magazine



India: A. O. SMITH to Locate India Headquarters, Manufacturing in Bangalore

17 September 2008, Milwaukee, Wis. — A. O. SMITH today announced plans to locate the headquarters of its A. O. SMITH India Water Heating Private Limited venture in Bangalore and begin construction of a residential water heater manufacturing plant.

Design work on the 76,000 square foot facility will begin in the fourth quarter; construction is scheduled for completion in the second quarter of 2010. The plant will initially employ approximately 100 employees, according to Ajita G. Rajendra, president of A. O. SMITH WATER PRODUCTS COMPANY.

“We selected Bangalore for a number of strategic reasons,” he pointed out. “The city is centrally located in one of our key target markets in India with a growing consumer class interested in premium water heating solutions. The local infrastructure will be able to support our distribution needs.”

“Bangalore also has extensive engineering and technical resources which will be essential to the success of our new venture. As the business expands, we envision adding engineering and procurement resources to the operation.”

The plant and India corporate offices will be located on 20 acres in the Harohalli Karnataka Industrial Area just outside of Bangalore. The site provides A. O. SMITH with the ability to expand its manufacturing operations as volumes grow.

The manufacturing operation will be designed to assemble glass-lined residential water heaters in sizes ranging from six liters up to 100 liters. In addition to water heater assembly, the company will be installing processes to apply its exclusive Blue Diamond ® glass lining to the tanks. The Blue Diamond glass offers superior corrosion resistance when compared with conventional glass-lined products, stainless steel, or copper lined tanks. A. O. SMITH also coats the electric element in addition to the interior of the tank for additional corrosion protection.

In the initial phase, the plant will purchase pre-painted steel components for water heater jackets. Plans call for plant expansions as the business grows to including jacket and tank fabrication and painting. Once the facility is fully built out, it will be a fully integrated residential water heater operation, Rajendra said.

Products manufactured under the A. O. SMITH brand name and will be marketed to selected dealers in the electrical channel and in the retail channel.

The plant also will manufacture co-branded products for JAGUAR COMPANY, PLC, one of the leading suppliers to the sanitary channels in India. A. O. SMITH and JAQUAR reached a marketing agreement in July.

A. O. SMITH currently has sales offices and stocking warehouses strategically located throughout the country as well as a sales and customer service organization in place.

A. O. SMITH is the first US water heater business to enter the India market and is supplying premium quality residential and commercial water heaters to the market. The company conducted extensive



research before entering the market including consumer focus groups and qualitative studies.

The sleek designs and colors of the new A. O. SMITH water heating product line are the result of this research and acknowledge the growing importance Indian consumers place on the attractiveness of their bathrooms and fixtures.

A. O. SMITH WATER PRODUCTS COMPANY is the largest operating unit of A. O. SMITH CORPORATION, a \$2.3 billion (U. S.) manufacturer headquartered in Milwaukee, Wis.

WATER PRODUCTS COMPANY markets an extensive line of residential and commercial water heaters and boilers and has manufacturing operations in the United States, Mexico, China, Canada, and the Netherlands.

Source: www.aosmith.com

USA: HAIER ELECTRONICS H1 Net Profit Up 77.1%

HAIER ELECTRONICS said that net profit for the first half of this year increased 77.1% year-on-year to HK\$128 million (approx. US\$16 billion).

The company's washing machine and water heater business saw significant growth, mainly boosted by growing demand and HAIER's distribution channels.

Revenue from its washing machine business rose 47.6% while revenue from the water heater business increased 50.1%.

Source: Appliance Magazine



California: California Adopts Long Term Energy Efficiency Strategic Plan

SAN FRANCISCO, September 18, 2008 - The California Public Utilities Commission (CPUC) today adopted California's first Long Term Energy Efficiency Strategic Plan, presenting a single roadmap to achieve maximum energy savings across all major groups and sectors in California. This comprehensive Plan for 2009 to 2020 is the state's first integrated framework of goals and strategies for saving energy, covering government, utility, and private sector actions, and holds energy efficiency to its role as the highest priority resource in meeting California's energy needs.

"This groundbreaking Long Term Energy Efficiency Strategic Plan explains how California will use energy efficiency to grow its economy and meet its global warming goals," said Commissioner Dian M. Grueneich, pioneer of the effort to develop the Plan. "The Plan contains the practical strategies and actions to attain significant statewide energy savings, as a result of a year-long collaboration by energy experts, utilities, businesses, consumer groups, and governmental organizations in California, throughout the West, nationally, and internationally."

The Long Term Energy Efficiency Strategic Plan was developed by a consensus, stakeholder-driven process. Over 500 individuals and organizations across the state and nationally participated in the development of the Plan, providing input through more than 40 public meetings and workshops. The Plan emphasizes four "Big Bold" strategies as cornerstones for significant energy savings with widespread benefit for all Californians. It sets the foundation for transforming energy patterns to make energy efficiency a way of life and "business as usual" in California and also provides the leadership to change how buildings will be built nationally and in China and India.

"This builds upon California's leadership in saving energy while growing our economy and population," said CPUC President Michael R. Peevey. "The Long Term Energy Efficiency Strategic Plan will guide our efforts to make energy efficiency a way of life for all sectors in California - from the industrial and agricultural sectors, to our large and small businesses, and in the average household."

Added Commissioner John Bohn, "Squeezing greater efficiency out of our current uses of electric power is our best and least costly source of additional supplies, allowing California to grow and prosper. These efforts have a very large payoff for all of us."

The Plan advances a solid framework that incorporates energy efficiency into the standard for operating in California-for utilities, businesses, and consumers. It includes four Big Bold strategies for significant energy savings:

- All new residential construction in California will be zero net energy by 2020;
- All new commercial construction in California will be zero net energy by 2030;
- The Heating, Ventilation, and Air Conditioning (HVAC) industry will be reshaped to ensure optimal equipment performance; and
- All eligible low-income homes will be energy efficient by 2020.

California's Long Term Energy Efficiency Strategic Plan can be found on the CPUC's website at www.cpuc.ca.gov.



cpuc.ca.gov/PUC/energy/electric/Energy+Efficiency and also at www.californiaenergyefficiency.com.

Source: docs.cpuc.ca.gov

USA: Western States, Provinces Outline Climate Change Plan

24 September 2008 - SACRAMENTO, Calif. — The Western Climate Initiative, a group of seven Western states and Canadian provinces, have released design recommendations for the creation of a regional cap-and-trade program to cut emissions by 15% of 2005 levels by 2020. The program will require polluting companies to obtain a permit for each ton of carbon dioxide they release into the atmosphere. Over time, the pool of available permits would shrink, making it more expensive to pollute. Participating states and provinces include Arizona, California, Montana, New Mexico, Oregon, Utah, Washington, British Columbia, Manitoba, Quebec and Ontario.

Source: EERE



USA: Coalition Calls on Congress to Extend Clean Energy Tax Initiatives

Sept. 22, 2008 - Speakers that span the political spectrum, representing the Clean Energy NOW coalition of more than 200 organizations, including those from AHAM and NAHB, joined forces to call for Congressional action to extend the renewable energy and energy efficiency tax credits before the conclusion of the September legislative session. While the credits are set to expire at the end of the year, this week the Senate Finance Committee announced an energy tax deal—agreeing to an \$18 billion package which includes clean energy tax incentives. The full Senate is expected to vote on the measure in the next several days.

Joseph M. McGuire, president of AHAM, explained how the incentives for manufacturers would make it easier for them to market super-efficient clothes washers, refrigerators and dishwashers. “The incentives will accelerate design, production and market acceptance of highly efficient appliances, potentially saving consumers \$33 million per year in electricity, gas and water costs and \$360 million over the life of those appliances.”

“Home buyers are asking for energy efficiency, and our members build homes that are significantly more energy efficient than those of a generation ago,” explained Jerry Howard, CEO of NAHB. “But in today’s economic climate, home builders need incentives to spur them to even more action – to put their money where their hearts are.”

“Today, the wind industry is experiencing record growth, and hiring new workers every day,” said Randall Swisher, Executive Director of the American Wind Energy Association (AWEA). “Unfortunately, many of those newly created jobs are now at risk, and urgent bipartisan action by Congress is needed to sustain the momentum of this growing clean energy industry.” According to a recent study by Navigant Consulting, failure to promptly extend the renewable energy tax incentives places at risk 116,000 jobs in the wind and solar industries and more than \$19 billion in clean energy investment.

In addition to having a positive effect on America’s economy and jobs, the clean energy tax incentives have tremendous environmental benefits. “Investing in clean energy solves so many of the problems facing the nation - it would help end our dependence on oil; stop the drilling and mining off our coasts and in other special places; clean up our air and help stop global warming. And those environmental benefits are on top of putting people to work in good jobs and giving the economy a much needed boost. We can't afford to wait for the next president and new Congress to renew the tax credits for wind and solar power and energy efficiency,” said Margie Alt, Executive Director of Environment America.

Source: Appliance News



USA: At Local Universities, Graduate Degrees Go Green

September 15, 2008 - Companies are yearning for people who think green - and not just because it's the color of money.

Because firms are increasingly looking for people who can do more than turn a profit, some universities in Boston and around the country are creating "green" master's in business administration and other graduate programs aimed at training business leaders to think about maximizing energy efficiency and improving workers' conditions in addition to raising the bottom line. Harvard, Brandeis, and Boston universities are among the schools that are offering these business school programs.

"Every major business that I know of is thinking about issues broadly conceived of as social responsibility," said Benjamin Gomes-Casseres, an international business professor and the director of the MBA program at Brandeis International Business School in Waltham. "This is a really hot area for Massachusetts now: clean energy and clean technology."

The new programs come at a time when the demand for green-collar jobs nationally and around the state is on the rise. Last month, state legislators passed a cluster of green measures, including the Green Jobs Act, which sets aside \$68 million for a Clean Energy Technology Center to promote the development of and training for jobs in clean-energy fields. In June, Boston Mayor Thomas M. Menino set aside \$250,000 to help people train for green jobs in energy efficiency, renewable energy, and resource conservation.

"It's the wave of the future, and these colleges and universities are going to be able to capitalize on it," said Ian Bowles, secretary of the Executive Office of Energy and Environmental Affairs.

Brandeis has created a new branch of its MBA program that allows students to focus on environmental policy, along with economic and social development. Antioch University New England in Keene, N.H., offers an MBA in Organizational and Environmental Sustainability.

Boston University School of Management began offering a course this semester that explores how businesses are adjusting to clean technology and new green markets by discussing legislation, technology, and consumer behavior. And Harvard University Graduate School of Design just introduced a new concentration for master's students called "Sustainable Design," which teaches them to consider climate change and shortage of resources when designing lighting, roofing, and landscaping.

"Within society there's just an interest of going into sustainability. I think for design, as an architect, things are really crucial right now," said Christoph Reinhart, an associate professor of architecture and technology at Harvard who coordinated the master's program. "We have better tools now available to assess the energy efficiency of a building during the design process."

The local college trend reflects a national movement of universities rolling out environmentally focused graduate programs and hiring sustainability specialists. Colorado State University has launched a School of Global Environmental Sustainability. Dominican University of California offers a green MBA that ties together finances, ecological sustainability, and social justice.

"We definitely have been seeing an increase in the number of sustainability focused MBA programs," said Julian Dautremont-Smith, associate director for the Association for the Advancement of



Sustainability in Higher Education. "I think it's demand on both sides - incoming students are interested in studying sustainability because they know it's a hot topic. Likewise, employers are more interested in hiring" people with those skills.

Boston-based contractor Suffolk Construction Co. already has a position dedicated to making sure its business keeps up with the latest green building standards, but said green business programs could benefit employees.

"Having a knowledge in green building and in green initiatives is really invaluable," said David First, vice president of learning and development for Suffolk Construction. "Even though we have somebody who is dedicated to it, we're finding that everybody needs to have knowledge of it now."

But not all universities are rushing to restructure their curriculums. MIT has faculty members who are specialists in sustainability and environmental issues and the business school incorporates green subjects into its classes, but MIT stops short of offering a green MBA.

David Schmittlein, dean of the Massachusetts Institute of Technology's Sloan School of Management, compared the green MBA trend to a short-lived boom of electronic commerce concentration programs that emerged during the height of the dot-com bubble.

Most of those colleges, he said, have since dropped their programs. "Is it something that will last 25 years?" he said.

Still, some students like the idea of green MBAs.

"Right now, a lot of companies and a lot of organizations are interested in sustainability," said MBA student Elisa Palacios, 25, who is thinking about pursuing the green concentration at Brandeis. "There is a big demand on new graduates that are going to be studying green technologies."

Source: www.boston.com

USA: 2009 AHR Expo Will Focus on 'Green'

Westport, Conn. - The 2009 AHR Expo in Chicago will place a special emphasis on environment-friendly and energy-efficient products and technologies. Hundreds of sustainable products and technologies will be on display. Also, several "green" seminars and sessions will also be offered by organizations including ASHRAE, the U.S. Environmental Protection Agency (EPA), the U.S. Green Building Council (USGBC), and the Green Mechanical Council (GMC). The Expo will produce much of its promotional materials in digital format and make them available online to reduce paper use. Also, the site of the show, McCormick Place, will use recycled and environment-friendly products such as restroom paper products and food and drink containers. The show will be held Jan. 26-28.

Source: ASHRAE



USA: Institutional Market Continues to Be Lone Bright Spot in Non-Residential Sector

Washington, D.C., September 17, 2008 — While conditions have improved somewhat for three consecutive months, the Architecture Billings Index (ABI) continues to point to unfavorable conditions for the nonresidential construction market. As a leading economic indicator of construction activity, the ABI shows an approximate nine to twelve month lag time between architecture billings and construction spending. The American Institute of Architects (AIA) reported the August ABI rating was 47.6, up slightly from the 46.8 mark in July (any score above 50 indicates an increase in billings). The inquiries for new projects score was 52.4. There is, however, continued demand for projects such as schools, hospitals and government buildings with the institutional category of the ABI remaining positive going all the way back to 2004.

“The recent figures over the last quarter are no real surprise given the overall state of the economy,” said AIA Chief Economist Kermit Baker, PhD, Hon. AIA. “The news for industries affected by the construction industry is that looking back 12 to eighteen months, the numbers were extremely healthy. That means many of those projects are currently in or entering the construction phase so there should still be demand for labor and building materials, and later on interiors, computer equipment and the like.”

Key August ABI highlights:

- Regional averages: Midwest (49.4), West (49.2), Northeast (45.2), South (45.0)
- Sector index breakdown: institutional (52.2), commercial / industrial (47.5), mixed practice (44.8) multi-family residential (40.8)
- Project inquiries index: 52.4

About the AIA Architecture Billings Index

The Architecture Billings Index is derived from a monthly “Work-on-the-Boards” survey and produced by the AIA Economics & Market Research Group. Based on a comparison of data compiled since the survey’s inception in 1995 with figures from the Department of Commerce on Construction Put in Place, the findings amount to a leading economic indicator that provides an approximately nine to twelve month glimpse into the future of nonresidential construction activity. The diffusion indexes contained in the full report are derived from a monthly survey sent to a panel of AIA member-owned firms. Participants are asked whether their billings increased, decreased, or stayed the same in the month that just ended. According to the proportion of respondents choosing each option, a score is generated, which represents an index value for each month.

About The American Institute of Architects

For over 150 years, members of the American Institute of Architects have worked with each other and their communities to create more valuable, healthy, secure, and sustainable buildings and cityscapes. By using sustainable design practices, materials, and techniques, AIA architects are uniquely poised to provide the leadership and guidance needed to provide solutions to address climate change. AIA architects walk the walk on sustainable design.

Source: The American Institute of Architects



USA: DOE to Invest \$35 Million in Concentrating Solar Power Projects

24 September 2008 - DOE announced last week that it will invest up to \$35 million over the next 4 years in 15 concentrating solar power (CSP) projects which, combined with the project cost-sharing from the project participants, will result in up to \$67.6 million being invested in these projects. CSP technologies concentrate the sun's heat for conversion into electricity, and the ability to store that thermal energy and draw on it after sunset will greatly increase the economic feasibility of CSP power plants. Of the 15 projects, 11 will involve the research and development (R&D) of thermal energy storage technologies, 1 involves R&D for advanced heat transfer fluids, and 3 will be geared toward near-term demonstrations of thermal storage technologies. The projects are expected to further DOE's goal of reducing the cost of CSP electricity from today's 13-16 cents per kilowatt-hour (kWh) with no thermal storage to 8-11 cents per kWh with 6 hours of thermal storage by 2015, and to less than 7 cents per kWh with 12-17 hours of thermal storage by 2020. Seven companies and six universities were selected for this award.

One of the new projects will involve adding thermal storage to a field of dish-engine systems at DOE's Sandia National Laboratories. The 11 projects that were awarded funding for thermal energy storage R&D will investigate a variety of methods to store extremely high-temperature thermal energy for CSP applications. Many of these projects are testing the feasibility of yet-untested techniques, such as General Atomics' use of thermochemical cycles to store solar heat. Infinia Corporation will add thermal storage to dish-shaped solar concentrators, demonstrating its use of phase-change materials on 40-50 dish-engine systems at DOE's Sandia National Laboratories. Phase-change materials will also be investigated by Lehigh University, Terrafore, and the University of Connecticut, with the latter embedding passive heat exchangers in the materials. Abengoa, Acciona, the City University of New York (CUNY), and the University of Arkansas will investigate the use of solid materials for heat storage, with Abengoa and CUNY using ceramics and the University of Arkansas exploring the use of high-performance concrete. And both the University of Alabama and Texas Engineering Experiment Station (TEES) will investigate the use of molten salts, with TEES creating a suspension of carbon nanotubes in a molten salt material to improve its thermal stability at 500°-600°C.

Under the only project to receive funding for R&D of advanced heat transfer fluids, Symyx will study salt mixtures to identify heat transfer fluids that can function across the wide temperature range of 80°-500°C. Finally, three projects relate to near-term demonstrations of thermal energy storage technologies. Abengoa will analyze several new energy storage concepts to see if any can cut costs by at least 20%; Acciona will design, validate, and demonstrate a prototype for storing 800 megawatts of thermal energy for four hours; and U.S. Solar Holdings will explore two or more utility-scale energy storage technologies, which will be integrated with the 1-megawatt Arizona Public Service CSP plant, located in Red Rock, Arizona.

Source: EERE



USA: Supply of Homes for Sale Declines in Metro Areas

September 11, 2008 - The number of homes listed for sale declined in many metropolitan markets last month.

The supply of homes available for sale in 29 major metropolitan areas in August was down 2.6% from a month earlier, according to figures compiled by ZIPREALTY INC., a real-estate brokerage firm based in Emeryville, Calif. The ZIPREALTY data cover all listings of single-family homes, condominiums and town houses on local multiple-listing services in metro areas where the firm operates.

Ivy Zelman, chief executive of ZELMAN & ASSOCIATES, a housing research firm, says inventory is falling largely because a large number of foreclosed homes are being sold at "distressed prices," which are dragging down prices for all types of homes.

On a national basis, home inventories typically grow modestly in August from July. Over the past 25 years, the average increase during August has been 2.2%, according to ZELMAN & ASSOCIATES.

Although the supply is no longer growing quickly, it remains abundant. One reason for the recent declines in many cities is that potential sellers have withdrawn from the market because they don't want to compete with builders and banks that have been slashing prices in an effort to clear out their inventories of new or foreclosed homes.

Nationwide, 4.67 million previously occupied homes were listed for sale at the end of July, according to the National Association of Realtors. At the current sales rate, that's enough to last about 11 months, the trade group says. The housing market is considered roughly in balance between supply and demand when the inventory is enough to last around six months.

The August inventory was down about 8% from a year earlier in the 18 metro markets for which comparable year-earlier data are available, ZIPREALTY said.

The ZIPREALTY data don't include New York. But MILLER SAMUEL INC., an appraisal firm based there, says there were 6,094 cooperative apartments and condominiums available for sale in Manhattan at the end of August. That was down 5.3% from July but up 31% from August 2007. Losses of jobs on Wall Street are expected to weigh on the Manhattan market. Jonathan J. Miller, chief executive of MILLER SAMUEL, sees the price trend as "flat to weakening."

Source: The Wall Street Journal



USA: Blasting Air Conditioning Outdoors No Longer Legal in New York City

Walk certain streets in Manhattan in the sweltering summer, and you could pass a gauntlet of cool air... flowing out wide-open storefronts. I mean purposely propped open, not just open from customers passing through doorways.

It's a not-too-subtle psychological trick to entice customers to step in out of the heat. So is this a business right, another opportunity for owners to get an extra competitive edge, or is it an environmental affront that affects us all?

This week New York City's Mayor Michael Bloomberg signed a first-of-its-kind law that takes aim at the practice in the name of energy conservation. The Natural Resources Defense Council (NRDC), which helped the city prepare the legislation, hopes the law will serve as a model for other cities, helping the fight against global warming and air pollution, and relieving pressure on over-stressed power grids.

An NRDC analysis had found that a business with a typical 6 foot by 7 foot doorway in the Big Apple wastes up to \$1,000 dollars and about a ton of CO₂ in a summer if it leaves it's door open with the a/c on. Put another way, the Long Island Power Authority has estimated that stores who do the wasteful practice burn through 20-25% of the air-conditioning use.

According to the New York Times's CityRoom blog, electronics stores are known to be the biggest offenders, though the practice is common along Fifth Avenue and 34th Street. The law was written to target stores with 4,000 square feet, or small stores that are part of a chain with five or more stores in New York City. The Department of Consumer Affairs would issue a warning to first-time offenders, while repeat violations would be fined \$200, then \$400.

Like many towns, NYC has struggled in recent years to keep up with energy demand, particularly as the population keeps growing. Almost everyone is connected to the almighty Grid, and it's obvious that energy hogs can result in high prices, intermittent service and even brownouts or blackouts for others.

Going further, it's possible that ending a practice that seems blatantly wasteful and over the top to some may encourage others to give a little more thought to conservation. Will businesses might not like more regulations, people need to realize that the age of cheap energy and ignorance about the threat of global warming is over, and people are going to have to learn to be better energy citizens.

Source: www.thedailygreen.com



Japan: Most Female University Students Say Restaurant A/C Set Too Low: Survey

August 18, 2008 - Eighty percent of female university students said they feel chilly inside restaurants because the air-conditioning is set too low, a survey has found.

Rieko Uozumi, 21, a senior student at Kyoritsu Women's University, surveyed 305 students aged 18 to 22 at her university in Tokyo's Chiyoda-ku in July about how they feel about the temperatures inside university classrooms, trains, apparel shops, restaurants and places they work part-time.

As a result, a whopping 249 respondents, or 81.6 percent, said they feel "too cold" or "cold" inside restaurants. Other places they feel "too cold" or "cold" were: trains (74.7 percent), apparel shops (70.6 percent) and classrooms (64.8 percent).

Meanwhile, only 34.3 percent of respondents said they feel "cold" or "too cold" at places where they work part-time, such as restaurants and apparel shops, while more than 40 percent said they feel "hot" or "too hot" at such places.

Source: www.mainichi.jp

USA: BRG appoints Tony Lett as Business Development Director

1 September 2008 - BRG CONSULT is pleased to announce Anthony (Tony) Lett has joined BRG CONSULT NORTH AMERICA as Business Development Director.

Tony has 30 years experience in business development, product management and new product development. He brings a wealth of experience to the table, predominantly in the commercial market and is a recognized industry expert in GREEN BUILD. Tony has worked in commercial product development, has extensive working relationships with architects, designers, distributors as well as builders. Tony has held executive positions with KOHLER COMPANY, GEBERIT, BLACK & DECKER and most recently GLOBE UNION NORTH AMERICA.

Tony Lett is a graduate of Georgia State University and majored in Anthropology. He was Lieutenant of the US Navy and served as Communications Officer on board the aircraft carrier USS Bon Homme Richard. In addition to working in the United States Tony has international experience in Canada, Europe and Asia.

Tony is based out of Gainesville, GA. Tony can be reached at tlett@brggroup.com. His office phone number is (+1) 770-719-9856.

Source: BRG CONSULT NORTH AMERICA