

## Coastal Living Magazine Chooses Hebel AAC as Building Material for 2009 Idea House

*Hurricane-resistant sustainable product provides perfect choice for national magazine showhouse*

**Atlanta** – March 10, 2009 – *Coastal Living* magazine selected Xella Aircrete North America, Inc., the world leader in autoclaved aerated concrete (AAC), to provide the building materials for the magazine’s nationally recognized 2009 Idea House, which marks a decade of Idea Houses for the publication. Construction began in mid-February, and the house will be open to the public for tours beginning in late August and continuing through mid-October.

Located in Mount Pleasant, S.C., the 2,300-sq. ft. idea house will be constructed with Xella’s Hebel AAC blocks. *Coastal Living* strives to create state-of-the-art ocean-side environments that provide best of breed building, design and decorating solutions. Hebel products meet these top shelf requirements by contributing to the United States Green Building Council’s (USGBC) rigorous LEED™ certification standards. Additionally, Hebel products are sound-deadening, energy efficient and fire resistant, which reduces energy costs, lowers insurance premiums and decreases maintenance issues, making Hebel the building solution of choice for the 2009 Idea House.

“We’re honored to be partnering with *Coastal Living* on this project,” said Elizabeth James – marketing manager, Xella Aircrete North America, Inc. operations, manufacturer of Hebel AAC. “The United States is just beginning to learn about AAC, a product that has been utilized along Europe’s coastline for more than 60 years. We’re excited to introduce it to American homebuilders through this innovative partnership.”

The home’s builder, Structures Building Company in Mount Pleasant, S.C., also will benefit from an increased speed of construction due to Hebel’s light weight, efficient size and ease of use – it can be cut on site with regular wood working tools – resulting in construction efficiencies, time savings and decreased costs.

“We chose Hebel because its green attributes, ease of installation and durability are vitally important to homeowners along coastal regions like Charleston,” said Nicole Hendrick – idea home manager, *Coastal Living*. “This Idea House was a perfect fit for our readers and Xella’s product.”

**About Xella Aircrete North America, Inc.**

Xella is the world-market leader in the autoclaved aerated concrete (AAC) industry. With its North American headquarters in Atlanta, Ga., Xella provides state-of-the-art building material solutions for fast-track construction projects nationwide through energy-efficient, eco-friendly, easy-to-install building blocks and panels. Utilized throughout Europe for more than 60 years, Xella's Hebel brand has proven its worth in the international market for safe, innovative and sustainable building solutions. For more information, visit <http://www.xella-usa.com>.

**About *Coastal Living***

A national magazine that celebrates life along the coast, *Coastal Living* ([www.coastalliving.com](http://www.coastalliving.com)) is the source of inspiration and information for people who live or dream of living a coastal lifestyle. Marking 12 years of publication in 2009, *Coastal Living* serves a total audience of 3.5 million. *Coastal Living* is published by a subsidiary of Birmingham, Alabama-based Southern Progress Corporation.

**About Structures Building Company**

Structures Building Company is an award-winning custom builder specializing in high quality, green-built homes in the Charleston area.

**For more information,** contact: Reneé Spurlin, communications 21, 404.814.1330, [rspurlin@c21pr.com](mailto:rspurlin@c21pr.com).