Custom Former

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Custom Builder of the Year

For Jay True and Jim Murphy, merely good isn't good enough

Plus: The Custom Market Watch

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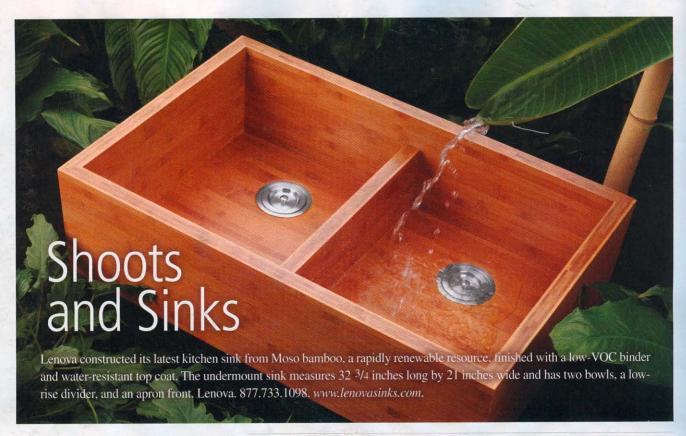
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www.customhomeonline.com

High Performers

Products for the eco-conscious, energy-savvy custom home.



Ready, Set, Glow

GE's hybrid bulb looks like an incandescent but has the energy efficiency of a compact fluorescent (CFL). A halogen capsule instantly illuminates while the CFL warms to full brightness. The bulb lasts eight times longer than an incandescent, GE says, and the 15-watt and 20-watt models are equivalent to 60-watt and 75-watt bulbs, respectively. GE. 203.373.2211. www.ge.com.



Sweet Dreams

Ceramic at the core but with a copper luster, Imagine Tile's Metallic series

floor tiles are eco-friendly and durable. The product is made from pre-consumer recycled content and contains no VOCs, says the maker. A metallic glaze gives the tile a copper look and feel. Available in four standard sizes from 16 inches square to 3 inches by 6 inches, custom sizes also are an option. Imagine Tile. 800.680.8453. www.imaginetile.com.