



For Immediate Release

27 MURRAY HILL ROAD THE EPITOME OF HEALTHY, SUSTAINABLE LIVING

Elegant Georgian Colonial Architecture Meets Cutting-Edge Wellness Technology

SCARSDALE (December 7, 2015)— Healthy Home Builders (HHB), the revolutionary Westchester-based company that engineers healthy living by building in a safe, new way, is pleased to announce an innovative construction at 27 Murray Hill Road in the Murray Hill estate section of Heathcote. Often referred to as “the Beverly Hills of the east coast,” this section of Scarsdale is a landscape of luxurious, impressive residences. However, this beautiful 9,022 square-foot, seven bedroom home will be much more than just another elegant top-of-the-line manse. Incorporating classic architecture with modern “beyond green” systems, 27 Murray Hill Road will catapult healthy living to an unprecedented, grander dimension of luxury and style.

With asthma and other respiratory illnesses on the rise and recognition growing of the link between exposure to toxic chemicals and illness, several years ago HHB took the lead toward healthier, non-toxic indoor air, researching and consulting with industry expert Matt DaRin of Blue Point Environmental. HHB first pioneered “beyond green” building practices with their Martha’s Vineyard and Kent Road, Scarsdale, projects, focusing on indoor air and water quality, in addition to sustainability. Now at 27 Murray Hill, HHB’s signature non-toxic and least toxic available building products will be used throughout as well, starting with non-toxic insulation, including recycled denim and recycled newspaper (dense pack cellulose), each of them minus the traditional formaldehyde and fiberglass commonly used in insulation products. “Starting at the top, the building envelope is the most important thing.” noted Peter Donovan, HHB Co-Founder and General Manager. “Safeguarding the air we breathe is essential. Step number one of our healthy formula is using non-toxic building materials. We set new standards with non-toxic insulation, custom solid maple cabinetry without particleboard, toxic glues or adhesives off-gassing formaldehyde, zero VOC (Volatile Organic Compounds) paints and primers and so much more.”

What sets HHB apart from other builders is their dedication to the use of materials, innovative systems, and design to protect health and wellness with improvements in indoor air and water quality, revolutionizing industry standards. Steps two and three of HHB’s unique plan are air and water filtration and purification systems. “Although over the past several years there has been a huge emphasis on energy efficiency in residential construction and renovation, quite often these improvements geared toward increasing building performance (i.e. airtight building envelopes) actually have an inverse effect



on indoor air quality,” explained Jan Flanzer, HHB Co-Founder and Managing Director. This new home will have an ERV air filtration system with both carbon and HEPA filters and an exchange system where fresh air is brought in, filtered and purified before it is exchanged for the stale air that was previously in the house. “For a healthy house you need great, non-toxic insulation in the building envelope and a super ventilation system! The air is not only filtered and purified but also is *exchanged*. The entire house can have HEPA filtered fresh air changed over in only an hour.” confirmed Flanzer. There is also a soil vapor extraction system which will prevent radon gas from entering the residence, as well as an automatic garage exhaust system to prevent toxic fumes from coming into the home.

Water filtration has become essential for homeowners. A double water purification system will include both a whole-house carbon water filtration system to purify all incoming water from municipal water sources and additional point-of-use micro porous membrane full-flow filters. There’ll be no need for bottled water at 27 Murray Hill!

Keeping energy efficiency top-of-mind, the house will feature a phantom power loss mitigation system so that electrical appliances will not be drawing electricity while plugged in but not in use. Natural light will be utilized to its fullest (passive solar gain) to reduce the use of electrical light.

“HHB didn’t set out to be special, but we are distinguished by our combined focus on health and sustainability,” observed Donovan. “The innovative technologies we use to insure indoor air and water quality are available to all builders. The non-toxic building materials we use are also available as well. We’re different because we do it the right way, the way all builders should!”

ABOUT HEALTHY HOME BUILDERS

Healthy Home Builders is an environmentally responsible company dedicated to wellness and sustainability. The firm's core principle is to pioneer the use of clean materials and energy-saving systems and incorporate these into extraordinary homes. With a triple focus of clean indoor air, pure water and cost-saving energy, HHB builds and renovates homes to protect the wellness of the occupants and the environment. For more information, visit [www. healthyhomebuilders.com](http://www.healthyhomebuilders.com).

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