


Panasonic

HEALTHY HOME GUIDE

Solutions for a better
home life





Healthy living starts at home

Better living today and tomorrow

Panasonic has a rich history of creating products for a better home life. We offer a wide range of solutions for both inside and outside the house that help homeowners enjoy more convenient, efficient and environmentally responsible lives.

For the next generation of health conscious consumers, wellness starts at home, literally, as increasingly more people look to get their living spaces in shape. Think good indoor air quality (IAQ). Non toxic building materials. A healthy dose of sunlight. Leaders in the home and building sector are sharpening their business strategy to meet the growing demand for healthy homes. Read on for industry tips to become a healthy home pro.

Consumers want air quality and comfort

Eco Pulse reports that 66% of Millennials are concerned about indoor air quality, and rightfully so. In a single year, a six room house collects an average of 40 pounds of dust which can be laced with up to 45 toxic chemicals, according to the EPA. And we spend nearly 90% of our time indoors, where pollutants can be 2-5 times higher than outdoor levels.

Survey respondents cited “making my home healthier/safer” as one of the top two reasons for spending money on their home. Forward-looking home builders and remodelers see the opportunity, and the NAHB reports that 83% believe consumers will pay more for homes that are healthier.



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For tomorrow’s consumers, a healthy home will be the price of entry.

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Kelly Nemergut
Partner at N2 Architecture

Make clients comfortable

What healthy home pros know

The best way to get potential homeowners on board is to educate them – and your sub contractors – on all the components that make up a home’s health imprint, from HVAC and building materials to water filtration, windows and siding. Comprehending how the whole home works as a system is essential to making it perform better.

The trend towards energy-efficient, sustainable building brings more opportunities to discuss home health, but also brings misconceptions. For instance, as homes are built more tightly to be more energy efficient, there is an unintended consequence of poor IAQ. Yet some homeowners focus solely on the IAQ aspect, then choose flooring or other finishes that give off toxins, counteracting the whole ventilation system they paid money to install.



Want to be seen as a healthy home expert? Then take steps to become one:

- Research the latest building products
- Take a workshop on home performance
- Tap online resources like the Healthy Building Network, the EPA and the Indoor Air Quality Association.

Many contractors are readdressing the types of products they use to better serve the healthy home market, opting for low or no VOC paint, formaldehyde-free building materials and vent fans designed to meet new industry standards in installed performance.

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+ Healthy home tech

Home pros are turning to technology to give clients greater control over their living environment. People don’t want to get up to turn on the fan or adjust the thermostat, and they want to know that windows are closed when a storm is coming. Enabling clients to use their smartphones and other innovations to monitor and control their house offers a new level of comfort and convenience. This tech includes sensors, automatic timers, smart features and mobile apps with remote controls. Internet of Things (IoT) and voice technology is being incorporated into many home systems for even greater control and ease.

Bath fans and humidity controllers that run on timers not only save energy, they also help prevent moisture problems in bathrooms. Since the fan automatically turns on when conditions indicate condensation risk, children don’t have to be reminded to run the fan while they shower. Energy recovery ventilators are also gaining in popularity. This solution replaces unwanted, stale air with an optimal supply of fresh, clean air, leading to balanced air pressure (and good IAQ) in the home.



A healthier home life

Make the connection for clients

Sustainable home solutions are a major trend, but consumers don't always think about the health benefits of going green. It's up to architects and builders to connect the dots – there's more to eco-friendly than saving energy and the environment. It's also about creating better, healthier environments for people to live and sleep in.

Before every project starts, ask the right questions:

- Will any children or elderly people be living in the home?
- Does anyone in the family have allergies or breathing issues?
- Do they understand how eco-friendly building materials and cleanable surfaces (i.e. no rugs) help make a healthier home?

Industry leaders recommend connecting emotionally with clients and talking about home improvement features in terms of how they affect health and comfort. Being able to breathe better, sleep better and prevent illness are benefits everyone can understand. Factors like aesthetics, durability and cost will always be important to homeowners, but so is their family's wellbeing.

Better safe than sick

Consumers are beginning to make the connection between the work performed by their home professionals, and the effect it can have on their health. This rise in awareness means more homeowners are looking to experts to help, and also to blame. Inferior building products, inadequate installation and compliance issues can all result in unbudgeted returns to the job site, costing building pros time and money.

That cost can grow exponentially if the homeowner decides to sue. A group of California residents was awarded \$1.3 million for claims against the builders and contractors whose poor workmanship allowed leaks and mold to enter their homes. The blame game could even affect future sales if an unhappy client badmouths a business on social media. One study found that 95% of customers share bad experiences with others, and 45% take the time to leave negative online reviews.

Home pros can minimize risks by doing their homework to find the products and solutions that best fit each specific project's needs. Ask yourself: what is the best strategy for the home that I'm building, and for the clientele that I have, as well as for the climate zone they live in? Partnering with well-established distributors and manufacturers who are committed to creating healthy living environments will help ensure product quality and code compliancy and also inspire client confidence.

\$1.3M
FOR CLAIMS AGAINST
BUILDERS AND CONTRACTORS

whose poor workmanship allowed leaks and mold to enter their homes in California.



Performance and peace of mind

Higher performance standards

After witnessing the problems caused by compromised installations, Panasonic recognized a need for more stringent standards. While the industry rates exhaust fans at an assumed static pressure of 0.1" SP and 0.25" SP, our research shows that these values need to be increased to more accurately represent the real world (0.375" SP), and we are beginning to certify our fan performance accordingly.

Builders that want to ensure code compliance and meet design airflow requirements should insist on high-performance products that meet these higher standards. Greater awareness and assurance can only help ensure healthier homes.

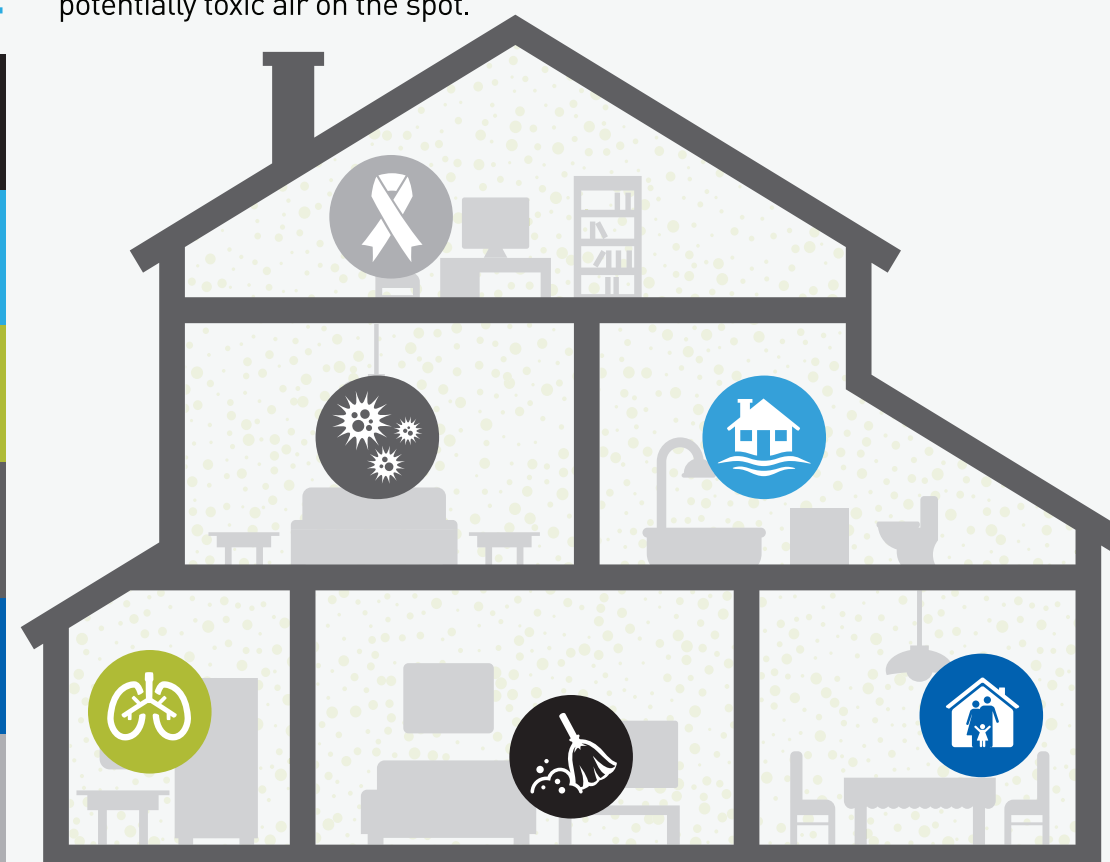


INSIST ON PRODUCTS THAT ARE PROVEN TO PERFORM

6 TROUBLING FACTS ABOUT THE AIR INSIDE YOUR HOME

- 1 In a single year, a 6-room house collects an **average of 40lbs of dust** which can be laced with up to 45 toxic chemicals. 
- 2 **Water damage** is one of the most common and destructive problems a homeowner can face. 
- 3 **Asthma is the leading chronic disease in children** accounting for 14.2 million doctor visits and 1.8 million emergency room visits each year. 
- 4 28% of American homes rated as unhealthy report **problems with mold, mildew, and/or rot.** 
- 5 People spend **nearly 90 percent of their time indoors** where, according to the EPA, pollutants can be 2-5 times higher than outdoor levels. 
- 6 Women who work from home every day have a **54% higher death rate from cancer** than those who work outside the home. 

Health problems caused by indoor air pollutants such as mold, carbon monoxide and pet dander continue to draw concern among homeowners. For a healthy home and healthy living, high performance ENERGY STAR® certified ventilation fans can dramatically improve your home's indoor air quality by removing potentially toxic air on the spot.



12 ways to improve a home's health

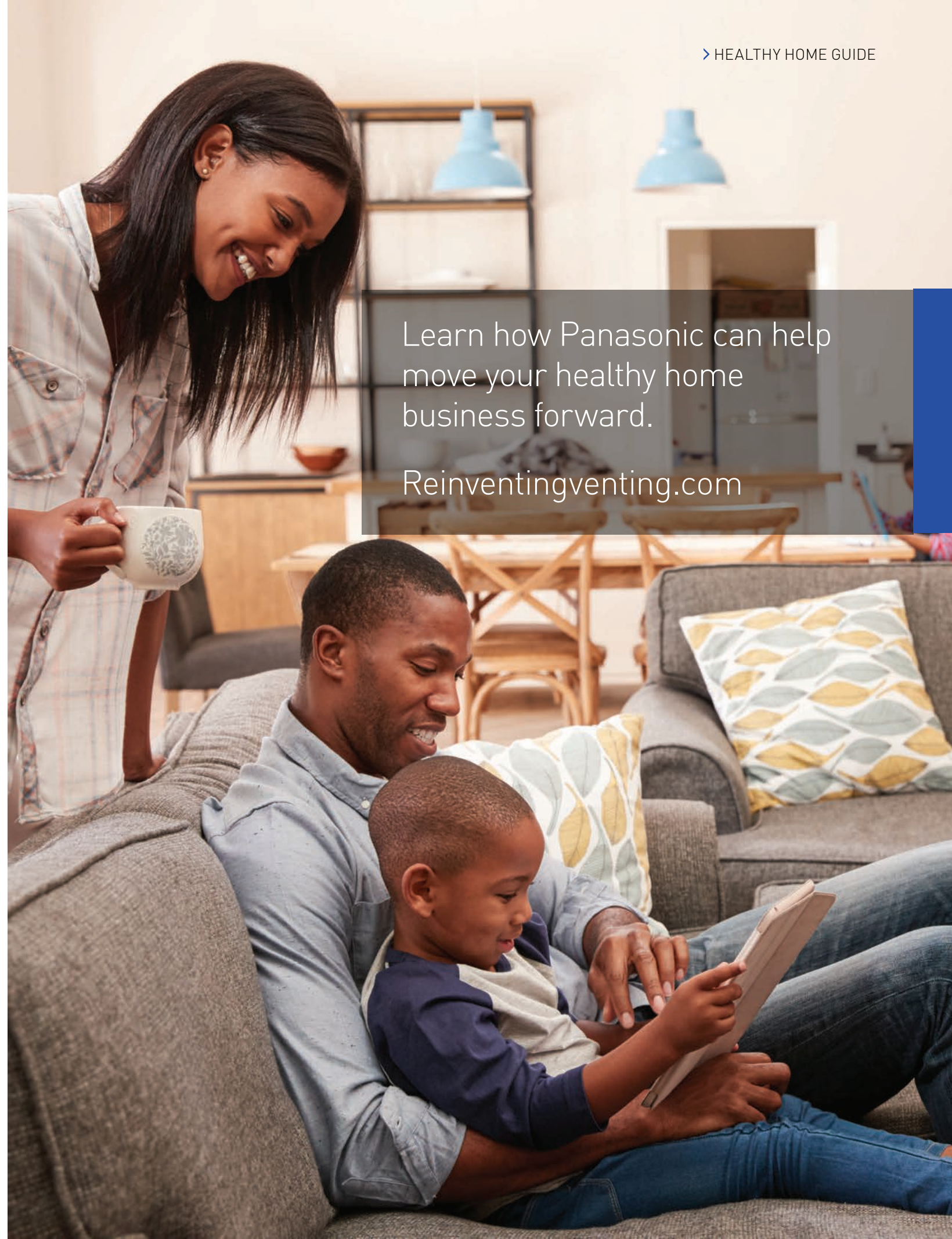
1. **Clean, renewable energy** to help combat greenhouse gas emissions
2. **Paints** that contain no VOCs to avoid harmful chemicals in the home
3. **Bedrooms** with sound insulation and lighting that adapts to circadian rhythms for a better night's sleep
4. **Sensors** that smartly monitor and communicate air quality
5. **Maximum sound insulation** from thick walls and double-glazed windows, keeping outside noise where it belongs
6. **Smart ventilation** and quality materials that enhance indoor air quality
7. **Enhanced** comfort from adaptable and even predictive energy-efficient climate controls
8. **Energy-efficient systems** that are easy to control and monitor
9. **Passive design** that prevents uncomfortable climate conditions and lowers costs
10. **Windows** that provide maximum views and allow for natural airflow, enhancing air quality
11. **Kitchens** with improved air quality via range hoods on stoves that exhaust contaminants
12. **Basements** with reduced dampness and moisture to prevent mold growth and other pollutants



> Breathe healthy at home

At Panasonic, we believe everyone should have clean air where they live. That's why we make it easy to design healthy homes that meet today's strict green building codes. Our customizable indoor air quality solutions simplify code compliance and design challenges, so homeowners can breathe easy.

Panasonic ventilation fans remove harmful allergens and moisture from the air and help ensure the home environment is always clean and pure. Whether you're installing whole-house or spot ventilation in homes, multi-family buildings or hotels, we have a quiet ENERGY STAR® model for every room.



Learn how Panasonic can help
move your healthy home
business forward.

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