

**Penn Lyon Homes**  
**The Daily Item**  
**Saturday, March 18, 2008**

## **Company using more ‘green’ building techniques**

Since its founding in 1981, Penn Lyon Homes has been on the cutting-edge of technology in the modular housing industry.

The company’s latest ongoing project is incorporating “green” building techniques into their manufacturing. This means that the building process is environmentally-friendly and the houses are energy-efficient.

The modular housing industry has always been naturally green, according to company president David Reed. All of the cutoff or extra material that you would have when making a home, instead of throwing that in the waste and taking it up to the landfill, we actually recycle it and use it in our products and make good use of it, or we send it back to certain vendors that will actually use it for other parts,” he said.

Penn Lyon began using green-built products in the early 1990’s, Reed said. But it wasn’t very successful because customers weren’t willing to spend the extra money, he said.

Reed is excited to see a change in the attitude of the customer toward the environment over the years. “The great thing about today is that the consumers are spending the extra money to do it not only because it’s going to save them money in energy costs, but it’s also good for the environment”, he said. “It’s a craze that’s finally taking hold and I’m happy to see that.”

Although single-family homes are the bread-and-butter of the company, Penn Lyon also does commercial buildings, and they are finding ways to incorporate green techniques into these, as well.

One such project was the incorporation of a geothermal heating and cooling system into two new dormitories built by the company at Susquehanna University. This system allows the dormitories to be heated and cooled from the earth’s core temperature of about 50 degrees rather than

the outdoor air temperature. “It becomes a much more energy-efficient process of heating and cooling that also saves money”, Reed said.

Penn Lyon hopes to increase its market share through the trend toward green building, according to Reed. I think the fact that consumers want better-built homes is going to help us”, he said. “And I also believe that people are looking for other solutions to be more efficient in the price.”

Reed credits Penn Lyon’s success to the innovative thinking of its employees and its founder, Roger Lyons, as well as the excellent work force in the community.

“We really work hard on making sure that our reputation and our image is the most professional, and that our products are considered the highest quality and the best value.” Reed said. We’re not looking to necessarily build the most modular homes”, he said.

“We’re looking to build the best.”