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# NEWS RELEASE

## LOGIX Platinum Series Featured In This Old House



LOGIX Platinum Series  
Standard Form Unit



October 2010

For its 2010 season, the **This Old House** TV crew is tackling a curb-appeal Cinderella—a ho-hum house along the Charles River that they plan to transform into an architectural thing of beauty with the help of LOGIX Platinum Series.

The 1940s Colonial Revival with Georgian influences is an anomaly among its suburban Boston neighbors. Compared with the cozy cottages and their meticulously maintained gardens elsewhere on the street, the house is charmless.

Enter local architect Harriet Christina (“Chris”) Chu, who will work with TOH general contractor Tom Silva and team to add character and curb appeal. Chu’s plans include a projecting entry-hall addition, a new front window, a fresh paint job, and a pergola that will tone down the garage protrusion. TOH landscape contractor Roger Cook will also add a welcoming bluestone walkway, as well as some elaborate gardens that’ll no doubt make this one of the prettiest homes on the block.

Episode 3 in the series will chronicle the construction of the home’s new below and above grade walls with LOGIX Platinum Series. Introduced by LOGIX in 2010, the popular Platinum Series is powered by millions of graphite infrared absorbers and heat reflectors that reduce thermal conductivity and increase R-Value.

Episode 3 is scheduled to air during the week of October 18-22 and will also include interviews with on-site LOGIX technical staff.

**For more information, click on the link below:**

<http://www.thisoldhouse.com/toh/tv/house-project/overview/0,,20387317,00.html>

LOGIX is the leading Insulated Concrete Form (ICF) system in North America. With a superior R-value of up to R27 built into its DNA, LOGIX helps you create an airtight building envelope today for the quality of thermal performance that will be expected tomorrow.

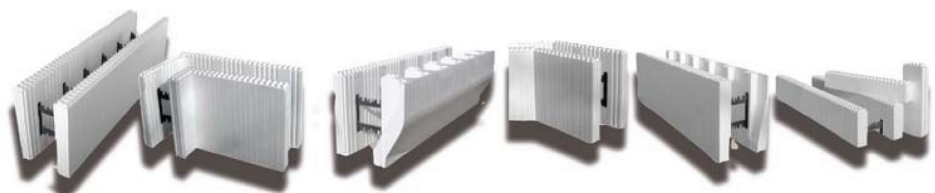
Only LOGIX offers choice of panel thickness, core thickness, foam type and web type. LOGIX is also the easiest ICF system to install, delivering more profit and less pressure to the construction team.

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