



Green Builder® Media announces 2015 Readers' Choice winners, highlighting leading green brands that have garnered the loyalty of building professionals.

Eastsound, WA, April 1, 2015—Green Builder Media’s annual Reader’s Choice survey polls building professionals to get insight into their green product preferences and brand perceptions. Which green products are most familiar to them? Which brands do they trust and specify most often?

“Looking over this year’s survey results, it’s clear that building professionals think that green products are better and more available than ever before.” says Green Builder editor in chief Matt Power. “75% of respondents indicated that they believe that green products are higher quality from brands that they know and trust. Familiar brands are at the top of most categories, implying that many customers are still going with the tried-and-true.”

Interesting insights from the survey include:

Respondents said that they’d like to continue seeing more innovation and experimentation from manufacturers.

When asked to rank in order the most significant factors that influence brand loyalty, Performance (81.1%) and Quality (80.1%) far outweighed Price (53%).

Nine of ten respondents agreed that the quality of eco-friendly products is generally improving.

Trane was selected as the greenest product in the **HVAC** category.

Which company offers the greenest **HEATING, VENTILATION** and **AIR CONDITIONING** products?

Trane		18.6%
Lennox		15.6%
Mitsubishi		13.0%
Carrier		10.8%
Bosch		7.8%
Rheem		7.4%
ClimateMaster		6.1%
WaterFurnace		5.2%
Daikin		3.9%
Weil-McLain		2.6%
LG		2.6%
Uponor		1.7%
Goodman		1.7%
Panasonic		1.3%
York		0.9%
Unico		0.9%

HIGH STANDARDS. Most of the top brands have earned their reputations with decades of quality and innovation.

Trane
18.6%