

F.W. Horch
Energy Saving
Goods & Supplies
Fall Catalog 2007



56 Maine Street
Brunswick, ME 04011
(207) 729-4050
www.FWHorch.com

Practically, saving the planet



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Store Hours
Open Tues-Fri 9:30-7:00
Sat 9:30-6:00
Closed Sun & Mon

Sustainable Living Talks
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at 56 Maine Street, Brunswick
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Saving energy = Saving money = Saving the planet

The average American household spends almost \$2,000 a year on home energy bills -- and a large portion of that energy is wasted. Multiply that waste over 120 million households and you'll see that the potential for savings is huge. Our energy problem will only get worse; according to estimates from the Energy Information Administration, U.S. energy consumption will increase by almost 40 percent over the next 20 years. That's as much energy as is used today to power California, Texas, New York, Ohio, Pennsylvania, and Illinois.

The environmental impact of that increased energy use could be devastating. The electricity generated by fossil fuels to light one home for one year puts more carbon dioxide into the air than two average cars. And this figure does not take into account the energy expended in bringing those fossil fuels into your region for burning.

What can you do? You can reduce your energy expenditure this year by 10 to 50 percent, simply by bringing the products you will find in this catalog into your home. Your own energy bill is the one over which you have the most control, and the one that will most affect the quality of your life in the future. Think it over, make some changes -- and do something to make your future better.

Monitoring Your Energy Use

Kill-A-Watt Monitor **\$34.95**

Price of electricity killing you? Worried about what your appliances might be doing to the planet? Plug them into a Kill-A-Watt™ and you'll know! It measures electricity consumption by the kilowatt-hour, and calculates your electrical expenses by the hour, day, week, month -- even an entire year! You can also monitor the quality of your power by displaying voltage, line frequency, and power factor. Knowing how much energy your appliances are using is the first step in reducing your energy use.



More Home Energy Savers



EcoFan 800 **\$119.95**

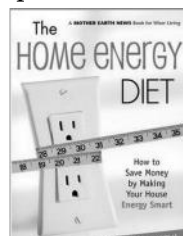
The Ecofan 800 is powered by the heat from your wood stove. It moves 100 cubic feet per minute to help circulate your stove's heat throughout the room. Fan speed varies automatically with the stove's temperature. It features ultra-quiet operation, and comes with a one-year warranty.

Maine Balsam Draft Stoppers **\$15.95** **\$19.95**

Handmade in Maine with fragrant balsam harvested from the paper and lumber industry, these attractive draft stoppers halt cold drafts from doors and windows. Covered with 100% cotton in assorted patterns.



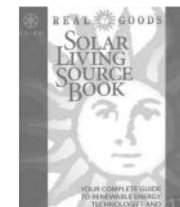
The Home Energy Diet **\$18.95**



Energy auditor Paul Scheckel will give you a grounding in energy literacy, help you measure and meter your home energy consumption with a view to reducing that consumption, and help you explore the possibility of using renewable energy for meeting home energy needs.

Solar Living Source Book **\$35.00**

The ultimate resource on renewable energy, written by experts with decades of personal experience. The 12th edition includes brand-new sections on grid intertie, biodiesel, hydrogen fuel cells, and hybrid vehicles.



Low Carbon Diet **\$12.95**

The Low Carbon Diet is a "30 Day Program to Lose 5000 Pounds." This easy-to-use guide will show you how to dramatically reduce your CO2 output in just a month's time. More than a list of eco-friendly actions, this book will walk you through the process, from calculating your current CO2 "footprint" to tracking your progress.

Renewable Energy Products

*Count on these products
when the power goes out!*



Nightstar Flashlight **\$29.75**

The 3rd generation NightStar II produces light that is 2.5 times brighter than previous LED flashlights. If it falls into the water, it will float beam up. Operates between -40 and 130 degrees Fahrenheit. Thirty seconds of shaking gives you 20 minutes of light. Can be recharged at least a million times, and the LED bulb will operate over 100,000 hours.

Solar Alarm Clock **\$18.00**

The Accucel Solar Alarm Clock ticks like a classic alarm clock, but is powered by the sun. Features precise quartz movement and recharges with minimal light, either sun or indoor light. It will run for more than 8 months without sun. Available in gold, silver, black or white.



Grundig 2-in-1 Radio **\$45.00**

The Grundig self-powered 2-in-1 radio features AM, FM and 12 shortwave bands, and a built-in LED flashlight. Built-in power generator recharges internal Ni-MH battery. Great for emergencies, camping, hiking, traveling, whatever. Available in blue, red and yellow.



AsiaStar Flashlight Radio **\$35.65**

The AsiaStar Dynamo Flashlight can light your way, charge your cell phone, and let you listen to your favorite radio station! All this and more, and it's powered by hand. Just crank it up and you'll be ready for any emergency.



Energy Conserving Products

Nellie's Dryerballs **\$19.99**

Nellie's™ Dryerballs will reduce your drying time and soften your clothes without the use of chemical fabric softeners. The Dryerball nodules relax the fibers during the drying cycle, making towels more absorbent and your clothes feel softer.



Niagara Earth Showerhead **\$4.95**

The Niagara Earth Showerhead limits water flow to just two gallons per minute. The non-aerated spray operation reduces temperature loss between the showerhead and you. Fits 1/2" inside threads. Available in white or chrome.



Oxygenics Showerhead **\$31.39**

The Oxygenics SkinCare 600-XLF automatically adapts to low and variable water pressure, and can deliver a great shower even if the water pressure is as low as 20 psi (pounds per square inch). Lifetime non-clogging guarantee. Teflon tape included. Standard 1/2" inside threads.



Homeport Drying Racks

Large: **\$75.00**
Small: **\$60.00**

Solid and sturdy Homeport Drying Racks are made from Maine-grown pine and birch. The large rack has 44.3 feet of drying space; the smaller has 30.3 feet of drying space and is made to fit inside of a bathtub.



Pull-out Drying Rack **\$50.00**

The Pull-Out Drying Rack is made of pine and birch, and offers 18 feet of pull-out space. Features four Shaker-style pegs for sweaters, hats and jackets, plus a 5 1/2-inch-wide top shelf for storage or display. Sustainable Forestry Initiative certified.



Energy Efficient Lighting

"CFL" stands for "Compact Fluorescent Lamp." Long-lasting and efficient -- four times as efficient as conventional incandescent bulbs -- CFL bulbs are available in almost every style and size.

CFLs have a tiny bit of mercury in them, so bring them back to our store for proper disposal. In addition to our regular CFL bulbs, we sell "low-mercury" CFL bulbs. They are a little more expensive, but contain 75% less mercury and have the added value of being long-lasting bulbs, rated up to 15,000 hours.

"Spiral" CFL bulbs replace standard incandescent light bulbs. **Reflectors** are sized and shaped to fit into recessed cans and "spotlight" fixtures. **A-type** and **globes** are CFL bulbs that are protected by glass enclosures so that they can be used with clip-on type lampshades, or without any shade as with vanity mirrors, etc.

Dimmable bulbs and **3-way** CFL bulbs are available for applications requiring those features, and daylight bulbs are designed to give a "cooler," blue-white spectrum light for task lighting applications such as reading.



| <u>Spiral:</u> | <u>Replaces:</u> | <u>Price:</u> |
|------------------------------------|------------------|---------------|
| Harmony 11w Mini Spiralamp | 40w | \$4.25 |
| Harmony 13w Mini Spiralamp | 50w | \$4.25 |
| Harmony 20w Lightwiz | 75w | \$4.50 |
| Harmony 25w Lightwiz | 100w | \$4.75 |
| Harmony 12-23-30w 3-way Spiral | 40-75w | \$10.35 |
| Harmony 15w Dimmable Spiral | 75w | \$8.45 |
| Harmony 20w Dimmable Spiral | 90w | \$8.75 |
| Greenlite 15w Daylight Mini-Spiral | 60w | \$6.95 |

| <u>Low Mercury D-type:</u> | <u>Replaces:</u> | <u>Price:</u> |
|----------------------------|------------------|---------------|
| Philips 14w Marathon SLS | 60w | \$12.25 |
| Philips 20w Marathon SLS | 75w | \$18.37 |

| <u>A-Shape:</u> | <u>Replaces:</u> | <u>Price:</u> |
|---------------------------------|------------------|---------------|
| Philips 16w A-Shape Low Mercury | 60w | \$14.49 |
| MaxLite Premium A19 13w | 60w | \$12.50 |

| <u>Globes:</u> | <u>Replaces:</u> | <u>Price:</u> |
|------------------------|------------------|---------------|
| Philips 12w G25 Globe | 40w | \$12.50 |
| Philips 16w G-30 Globe | 60w | \$18.49 |

| <u>Reflectors:</u> | <u>Replaces:</u> | <u>Price:</u> |
|-------------------------------------|------------------|---------------|
| Philips 12w R20 Reflector | 40w | \$18.19 |
| Philips 16w Marathon R-30 Flood | 65w | \$14.50 |
| GE 15w R30 Dimmable Flood | 65w | \$22.95 |
| Philips R40 Dim. Marathon Flood 20w | 75w | \$30.79 |
| MaxLite PAR30 Reflector 15w | 75w | \$14.25 |
| Philips 20w PAR38 Reflector | 75w | \$18.35 |



LED Lighting

LimeLite Night Light **\$4.95**

The LimeLite night light is cool to the touch, and consumes only three one hundredths of a watt -- costs just pennies per year. Plugs into a standard electrical outlet, lies flush against the wall and provides a soft, green glow for many years.



LED Light Bulb 120V **\$46.59**



This 2-watt LED light runs on standard 120v service, and will last for many years. Works well for hallways, porches and other applications where low light is desired. Cool light is much brighter than the LimeLite Night Light, providing exceptional nightlighting without the glare of an incandescent or CFL. You could leave it on all year and spend less than a dollar to power it. Size: 3" high x 1.75".