

Help for preventing winter energy woes

by Maggie_Reed

It's getting to be that time of year again. You've got three coats on already to save costs by keeping your thermostat down. Your utility bill arrives. You throw on another couple of coats.

KEEP OUT THE COLD - Energy Star windows by JELD-WEN will help keep the chill out of your home this winter. CNS Photo courtesy of JELD-WEN. **MR. COFFEE** - Revolutionary features mark the 35th anniversary edition of the Mr. Coffee automatic drip coffeemaker. CNS Photo courtesy of Altitude Inc.

SOFT MAKEOVER - Kmart has recently introduced the private label Abbey Hill collection to help style bedrooms and bathrooms. CNS Photo courtesy of Kmart. However, one lucky homeowner will be able to avoid those extra coats and high bills in the future by winning the JELD-WEN Scariest Utility Bill contest.

"Large energy bills can signal the need for home fixes that will help save energy this season and beyond," said Brian Hedlund, JELD-WEN product marketing manager.

"New energy-efficient windows and doors can make a dramatic difference. In fact, according to the U.S. Department of Energy, a typical homeowner installing Energy Star qualified windows can expect to realize savings ranging from \$125 to \$450 a year, depending on the region," he said.

Recent research from the Energy Information Administration suggest that those in New England and the mid-Atlantic will most likely experience the highest bills this year.

While the average price for electricity throughout the country is 10.65 cents per kilowatt-hour, those in New England will pay 16.7 cents and homeowners in the mid-Atlantic are looking at an average of 13.48 cents.

To help with this, JELD-WEN offers a wide variety of energy products to help provide long-term savings on bills, including wood and vinyl windows, and fiberglass exterior doors.

And the winner of the JELD-WEN Scariest Utility Bill contest will win up to \$5,000 of these products and up to \$2,000 for installation.

The contest runs through Dec. 1. Any 2007 utility bill is eligible, but only one entry per household.

For complete contest rules, along with information on how to save energy, call 800-877-9482 or visit www.jeld-wen.com.

MR. COFFEE'S BIRTHDAY

Hard to believe, but Mr. Coffee was invented in 1972 and was the first-ever automatic drip coffee maker.

In recognition of the 35th anniversary, Altitude Inc. was commissioned to design the 12-cup Mr. Coffee MRX35 Classic Edition Automatic Drip Coffeemaker.

The new edition offers features such as brew performance programming, silicone warming mat/cup rack, bright LCD analog clock, a warm coffee-colored satin finish, a perforated backsplash, stainless steel wrapped casings, wood logo inlays, ambient backlighting, brew strength control, a cleaning cycle and water temperature control.

"Our goal was to incorporate contemporary product features in a retrospective package," said Brian Matt, Altitude founder and chief executive officer. "We wanted to capture the nostalgia of the original 1970s model, yet add modern details that are important to today's consumer."

The end result is a functional, superior coffee maker that still captures the key design elements of the classic Mr. Coffee. The Mr. Coffee 35th Anniversary Edition Coffeemaker retails for \$80 and can be purchased at Target stores or online at www.mrcoffee.com.

SOFT TOUCH

It's the time of year for feeling warm, soft and cozy.

"This fall we are undertaking our most extensive soft home makeover in years," said Bill Stewart, senior vice president and chief marketing officer for Kmart.

Celebrating 10 years with Martha Stewart, Kmart and the Martha Stewart design team have extensively updated the soft home assortment for fall, providing customers with beautiful new ways to style their bedrooms and bathrooms.

In addition, Kmart has introduced a new private label called Abbey Hill offering traditional elegance and sophisticated fabrics.

"The new offerings feature compelling color stories, a variety of textures and patterns in high-quality fabrics, and multiple coordination options that include a 'Complete Bed' line as well as bath coordinates. Our intent is to surprise and delight our customers, allowing for personalized decorating statements in the bedroom and

bathroom with lasting value at affordable prices," Stewart said.

Prices range from \$3 for a washcloth to \$140 for Complete Bed set which includes a comforter, coordinating shams, a sheet set and a bed skirt.

For more information, visit www.kmart.com.

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