



Hugh Harris

As one of the largest and fastest growing home improvement companies in America, Dixie HomeCrafters is proud to be at the forefront of the latest trends in eco-friendly living. From reflective insulation to triple pane glass systems, they are offering customers an array of products and services that will help the environment and reduce their energy bills.

“Today, homeowners are facing two distinct trends: rising fossil fuel prices and climate change concerns,” says Hugh Harris, CEO of Dixie HomeCrafters. “Our goal is to deliver services that will reduce energy consumption and help the planet, but also to lower energy expenses to help our customers’ bottom line. We want to be a leader in energy management.”

When he joined Dixie HomeCrafters in 1995, Harris recognized that homeowners were looking for a solid resource for home improvements like gutters, window and siding, but were unable to find one dependable place. Over the years, however, his hands-on approach helped to create a fast-growing company that has been ranked one of the top 10 replacement companies in the nation by *Replacement Contractor* magazine. Today Harris is CEO and partner of Dixie HomeCrafters, and they are setting the standard for home improvement across the Southeast.

Among the fastest growing segment of Dixie HomeCrafter’s product lines is Diamond Barrier, a reflective insulation that blocks radiant heat in attics. A high quality, double-sided, tear- and puncture-resistant radiant barrier product, Diamond Barrier was originally developed by NASA to protect Apollo astronauts from extreme heat. “Unlike mass insulation which only slows down or resists heat transfer, Diamond Barrier reflects heat, saving homeowners up to 25 percent on their heating and cooling expenses,” Harris says.

Diamond Barrier can be laid over a home’s present insulation like a blanket or stapled under its rafters or crawl space. A trained expert will then evaluate the home or business and advise the customer of their savings potential based on climate, building configuration, materials used, family size and lifestyle.

“We spent years researching and testing scores of products,” Harris says. “This reflective insulation is different than anything else on the market because it shields almost all of the radiant heat gained in attics during the hot summer months.”

Dixie HomeCrafters: Leading the Trend in Energy Conservation

BY TAYLOR ARNOLD



Dixie HomeCrafters also carries Energy Star Windows, a triple pane glass system that enhances thermal performance. The three panes of glass are covered with special low-emissivity coating and include the PPG Intercept spacer system and krypton gas between the panes. Another added bonus? These windows save furniture, carpets and draperies from UV damage, and they require no maintenance for decades.

In addition to these energy-saving products, Dixie HomeCrafters specializes in vinyl siding, replacement windows and clog-free gutters. They also offer the Original GutterGuardian, a clog-free gutter system that protects the home from leaves and debris, as well as T-Plank C-Series High Performance Siding, a state-of-the-art insulated siding that protects the home from extreme heat and cold.

Based in Atlanta since 1991, Dixie HomeCrafters recently expanded into a new 14,000-square-foot corporate office and warehouse space in the Medlock Oaks Business Center in Norcross. In addition to this location, they also operate sales offices in North Carolina, Maryland, Alabama, Tennessee and South Carolina.

“This new space will give us the opportunity to expand and keep up with the demand for all of these green initiatives,” Harris says. “We want to do our part to create strong incentives for energy conservation and drive interest in practical solutions.”

To celebrate the launch of their revamped Web site, Dixie HomeCrafters is holding a Giant Home Makeover Sweepstakes. The grand prize winner will receive an entire home makeover that includes 12 replacement windows, a GutterGuardian gutter system, complete house siding and installation of Diamond Barrier in their home.

“Imagine the possibilities of a whole home makeover,” Harris says. “With these exclusive products and services, your house will function better than you ever expected. Not only will it be more energy efficient, it will look better too.”

Clearly this is one company that recognizes the impact your home can have, not just in your lifestyle, but on the planet as well. “We are helping homeowners across the nation protect their greatest asset,” Harris says. “One of the best investments you will ever make is your home.”

Dixie HomeCrafters is located at 3100 Medlock Bridge Road in Norcross. For more information visit www.dixiehomecrafters.com.