

## Where It's Easy Buying Green...

*By DirectBuy of Hoffman Estates*

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*DirectBuy provides one-stop shopping solution for green building materials and appliances.*

GURNEE, HOFFMAN ESTATES, NAPERVILLE, TINLEY PARK, IL ...

There's a misconception among many consumers that buying "green" refers strictly to products made of natural materials. While that's part of the equation, there's much more to it. Like appliances and lighting that last longer and use less power to run. Or plumbing that requires less water. At the four DirectBuy showrooms of greater Chicago, members not only have the opportunity to purchase the full spectrum of green products under one roof, but they also can save some "green" buy paying manufacturer-direct prices.

Some of the "green" products available to DirectBuy members include:

- ? Faucets and plumbing fixtures that offer low consumption
- ? Natural cork flooring and underlayments
- ? Flooring made of renewable natural bamboo
- ? Lighting and ceiling fans with Energy Star ratings
- ? Energy Star compliant kitchen appliances, washers and dryers
- ? Cabinets treated with low-voc, LEED-compliant stains
- ? Bedroom, dining room, living furniture manufactured by members of the Sustainable Furniture Council; many of these pieces are made from natural fibres, use eco-friendly foam and contain organic, halogen-free fire retardants.

"Consumers are always being encouraged to make 'greener' purchases, but there's no real road map as to where to make these purchases and whether or not what they do buy is green," said Dave Kushman, owner of DirectBuy of Hoffman Estates. "The green products our members can buy through DirectBuy have been rated by recognized 'green' authorities like Energy Star, LEED or the Sustainable Furniture Council so you know the green purchase you're making is part of the solution."

Energy Star ratings refer to the U.S.-government backed program ranking the energy efficiency of products. LEED, Leadership in Energy and Environmental Design, is voluntary green building rating system, which is a consensus-based national standard for developing high-performance sustainable buildings. The Sustainable Furniture Council is a non-profit balanced coalition of manufacturers, retailers and consumers offering a public tagging program to identify good "green" choices.

"We all know we should be making greener purchases, particularly when it comes to products we use in our everyday lives like lighting and appliances. Unfortunately, making those wiser choices can be quite costly. By making all these green options available at DirectBuy, we give our members the choice to save money and valuable natural resources," said Kushman.

Since 1971, DirectBuy franchises have offered members the opportunity to enjoy enormous savings on home furnishings, home improvement items, entertainment and outdoor products and accessories by buying wholesale, directly from the manufacturer. With four convenient locations in the greater Chicago area (Gurnee, Hoffman Estates, Naperville, and Tinley Park), consumers can enjoy a comfortable, country-club setting, where they finally have the financial control of buying direct.

For more information on a DirectBuy membership, you can call 1-800-DIRECTBUY or visit [www.DirectBuyChicago.com](http://www.DirectBuyChicago.com).

#### About DirectBuy

Since 1971, DirectBuy has helped hundreds of thousands of families enjoy a better quality of life, enabling them to buy directly from more than 700 manufacturers and their authorized suppliers. Buying direct makes members' hard-earned money to go much further, while having the selection and choice not available at any retail store. Access to confidential prices, local suppliers, and unparalleled selection helps make members' dream projects a reality. It's a comfortable, country-club setting, where you finally have the financial control of buying direct. The four DirectBuy showrooms serving the greater Chicago area are part of more than 160 franchise locations throughout North America.

Consumers interested in becoming members may obtain a Visitor's Pass to attend an Open House by contacting DirectBuy at 847-885-3508, or visiting [www.DirectBuyChicago.com](http://www.DirectBuyChicago.com).

Locations of the four DirectBuy showrooms serving the greater Chicago area are: DirectBuy of Gurnee, 4081 Ryan Rd. #107, Gurnee, IL; DirectBuy of Hoffman Estates, 2200 N. Stonington Ave Ste. 150 Hoffman Estates, IL; DirectBuy of Dupage County, 1864 Highgrove Ste. 136 Naperville, IL; and DirectBuy of Tinley Park, 18400 S. 76th Avenue Ste. B, Tinley Park, IL.

To learn more about the superior value and benefits of a DirectBuy membership, visit [www.directbuycare.com](http://www.directbuycare.com).

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