



**FOR IMMEDIATE RELEASE**

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**Pleotint to Demonstrate Self-Tinting Glass During Grand Rapids Parade of Homes**

**JENISON, Mich., May 21, 2014** – Pleotint, LLC, will demonstrate its *Suntuitive*® glass technology as part of the Celebrity Builders, LLC, entry in the 2014 Grand Rapids Spring Parade of Homes, from May 23–June 7. The 4,000-square-foot, beach-front property includes dynamic windows with *Suntuitive* glass to optimize indoor comfort and views, and to block unwanted solar heat gain.

Located on Cedar Lake in Jenison, Michigan, the family home was designed to inspire relaxation with its open floor plan and soothing atmosphere, according to Rob Vis, co-owner of Celebrity Builders.

“In addition to being highly energy-efficient, this home was designed for carefree, comfortable living,” Vis said. “The lake is to the west, and the sun’s heat is almost unbearable on summer afternoons. That’s why we selected Pleotint’s *Suntuitive* glass. In addition to being produced by a local company, the unique, self-tinting glass adapts throughout the day without any controls or having to close the blinds as often.”

Celebrity Builders installed low-e insulating windows with *Suntuitive* glass on the home’s west- and south-facing elevations, which are exposed to the most solar heat gain. In addition, the *Suntuitive* glass, helps reduce cooling-, heating-, and lighting-related energy costs, while also blocking damaging ultraviolet light and glare.

“The homeowners say the best part is that they can watch their kids play on the beach or the boat, while they have a perfect view from the cool house,” Vis added.

Celebrity Builders’ entry will be one of 78 new and remodeled homes to be featured across 19 communities in West Michigan during the event, according to the Home Builders Association of Greater Grand Rapids. With home values ranging from \$100,000 to over \$1 million, builders will be showcasing the latest trends in homebuilding styles, as well as a variety of energy-efficient products, custom details, floor coverings, and landscaping.

For more information on Pleotint or *Suntuitive* glass, visit [www.Pleotint.com](http://www.Pleotint.com). For more information on the 2014 Grand Rapids Spring Parade of Homes, please visit [www.paradeofhomes.mygrhome.com](http://www.paradeofhomes.mygrhome.com).

**About Pleotint, LLC**

Pleotint, LLC, is the world’s top innovator in self-tinting windows. Pleotint produces *Suntuitive*® glass technology that simply uses heat from sunlight to tint windows when necessary. Pleotint is dedicated to providing customers with naturally brilliant windows that increase energy efficiency and optimize comfort and views. For more information, visit [www.Pleotint.com](http://www.Pleotint.com).

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*Suntuitive* is a registered trademark of Pleotint, LLC

*[Editor's Note: High-res photography is available upon request.]*