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New BOWA Logo Gets Rave Reviews



The new logo is starting to appear on sites throughout the Washington area.

For the first time in 22 years, BOWA has updated the company logo and modified its name. According to CEO and co-founder Larry Weinberg, “It was time for a remodeling of our own. For years our clients have been telling us that we’re so much more than just builders. So we decided the **Builders** part of our name had to go.” The new brand reflects the fact that BOWA acts as more of a client advocate than a builder, guiding homeowners through purchase consultations, architectural design, budgeting, selections, permitting, construction, and much, much, more.

The reaction to BOWA’s new name and logo has been fantastic. Here

Love the new slogan and logo!! You guys are awesome -- nice to hear from you and hope all is well

I think your brand focus / positioning is spot on! Best wishes for continuing success...

VERY SHARP!!!

I love this change. It makes sense and will help ensure BOWA remains a market leader and maker. All the best.

I think this is a terrific step for your brand. And, while I know that you will groan when I say this, it feels very akin to the re-branding that Steve Jobs (et al) did about two years ago now, changing their name from 'Apple Computer, Inc.' to, simply, 'Apple, Inc.' Simply brilliant. So, if my comparison holds, you are in rare company indeed!

So, out with the old, and in with the new. To date, the company’s trucks, site signs, and website have already been switched over to the new look. Soon employee uniforms and stationery will reflect the change as well. By the end of the summer, the old BOWA logo might be hard to find.

“This new brand direction doesn’t change BOWA’s longstanding commitment to heroic customer service, craftsmanship and value, which have led to more than 100 local and national awards of excellence, including being named *Professional Remodeler* magazine’s coveted National Remodeler of the Year,” said BOWA President and co-founder Joshua Baker. “The new BOWA name underscores our reputation for making dream homes come to life.”



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BOWA goes Above and Beyond New Rules for Lead Paint



The EPA has been working on rules and regulations for over a decade now, for renovations that are being performed on older homes with lead paint. The final version took effect on April 22nd, 2010. The Lead-Based Paint Renovation, Repair and Painting Program (RRP) is a federal regulatory program that includes pre-renovation education requirements as well as training, certification, and work practice requirements. This rule

requires that workers are trained to use lead-safe work practices and also requires renovation firms to be EPA-certified. It applies to any house that is built before 1978, unless the paint has been tested and is lead-free.

RRP applies to any activity that disturbs paint in pre-1978 housing and child-occupied facilities, including:

- Remodeling and repair/maintenance
- Electrical work -Painting
- Plumbing -Carpentry

While these new rules are greatly needed to protect families and children during renovations, BOWA has committed to go beyond to ensure the health and safety of your family. Of course BOWA does have the training and certification to work under the new rule, but the company has decided to employ highly trained, third-party testing companies to check for dangerous lead paint, and also verify that the work area has met federal lead standards after the renovation is complete.

Since even minor repair work that may not involve BOWA can still involve the

risk of lead, it is important for homeowners to make sure that any contractor at your home is aware of the precautions needed to keep your family safe.



Planning a Party?
Try BOWA's *Free*
Party Zone Prep...
less *work*, more time to *play!*

We know that you have bigger things to worry about when planning a party. If you've had a project done by us, as you're part of the BOWA family now, our handyman will come out free of charge for up to 4 hours to spruce up your party space including:

- changing lightbulbs
- hanging pictures
- caulk and paint touch-up
- minor repairs

We've already *transformed* your home...



now let us transform your summer party zone!

Seasonal Checklist

After a long winter, it's time to get your home up-to-date for the summer season. Use our handy checklist to make sure that your home is fully prepared.

Interior

- Check smoke detector batteries.
- Check carbon monoxide detector batteries.

Exterior

- Clean debris from gutters and downspouts.
- Ensure positive drainage away from house.
- Caulk and re-touch exterior paint.
- Power wash outdoor deck or patio surface.

HVAC

- Clean and/or replace filters.
- Turn humidifiers off (turn water off at valve and adjust humidistat to "off").
- Clean and check condensate pipes and/or pumps.
- Get a full system check by a specialist.
- Adjust dampers to correct position for cooling season.

Design Trends

What's In for 2010

We are often asked, "so what trends are you seeing now in the world of residential interior design?" The key word this year is **TEXTURE**. Unique and interesting finishes add depth to any project.

Metal – Brushed nickel is a very popular finish for kitchen and bathroom fixtures. Whether the room's design is contemporary, traditional, or somewhere in between, the luster of the satin finish adds sophistication as well as another textural layer.



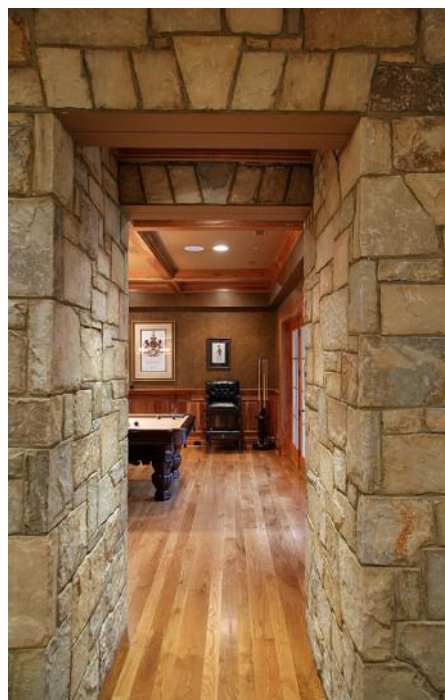
Wood – Recycled and reclaimed wood used in flooring has a unique aesthetic and feel. It can work in a variety of rooms whether using it for a contemporary style or for a vintage look. On bar tops and islands, wood adds an element of warmth and tradition.

Glass – How do you design a great looking railing that allows for maximum views? Exterior glass rails create an open feel by incorporating light, surrounding design elements and beautiful scenery. In the bathroom, shower doors and walls made from Starfire, a low iron glass, offer a crystal clear alternative to standard glass doors which may have a green tinge.



Color – White is hot in the kitchen. Look for white or white-washed cabinets. Countertops in neutral colors with veining are the trend. The contemporary color palate is understated and leaning toward warm neutrals and gray.

Stone, Marble, Granite – Leathered, sueded and honed surfaces add dimension and personality to solid surfaces. A honed marble finish projects a "well used" look. Antico finished granite, which is worked with a wire brush during the polishing process, imparts character.



Recent design trends reflect more purposeful aesthetics with an emphasis on enduring value. Hand-crafted materials, hand-blown glass fixtures and recycled and reclaimed resources are allowing homeowners to create living spaces that express who they are and reflect the natural world.

Thinking about a renovation or addition to your home? Opportunities to create wonderful design through the use of texture are limitless.

Charity Events Support

Let BOWA Sponsor a Charity Event in Your Own Home

If you have plans for a non-profit fundraiser or awareness event in your home, consider contacting BOWA first.

As part of our community outreach program, BOWA is interested in supporting our clients in their philanthropic efforts by partnering to sponsor charitable parties. To date, we have proudly worked with clients on events benefiting Autism Speaks, The Washington Ballet, the YMCA, and various local schools.

Whether you are planning an intimate evening for thirty, or a larger charity affair, BOWA will underwrite up to \$2,000 per event held in your BOWA renovated space. These funds may be used to offset logistics, food and beverage or other associated costs, or simply donated directly to benefit your organization.



If you choose, our Client Events Program partners can help you with catering and valet services. We'll even send a handyman over (complimentary, of course) to ensure that your home sparkles on the day of your event.

BOWA clients have come to expect a world class customer service experience during their home renovation projects from start to finish. Let us help you transform your charity affair into a memorable occasion!



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BOWA transforms houses into homes™ through the design and construction of large-scale, luxury renovations and additions.