

American Sustainability Initiative

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Balanced Economic, Social & Environmental Change

AmeriSus™ Walks the Walk on “Made in USA”

(Penns Park, PA - April 22) – Everyone at AmeriSus had to chuckle when the nightly news recently ran stories about how most everything in one's home was made somewhere other than in America. The AmeriSus design team wasn't laughing about America's dwindling manufacturing base but instead how the news media seemed to not pick up on all the good things that are actually happening domestically. That success is no better illustrated than in the AmeriSus product spec sheets that show the extraordinary "Made in America" content that goes into every AmeriSus home.

“When AmeriSus created a new approach for home design and construction one of the key goals was to maximize domestic content and jobs, says Charlie Kamps, Managing Director. With the economy paralyzed and unemployment at record highs part of the plan was to come up with a business model that would use so many of the great products and services provided by hard working Americans. The thinking was that for each home put in place 50 people in total could keep their job or perhaps even get a job. The new home construction industry is normally one of the country's biggest employers. If AmeriSus can achieve its goals for the next two years it will have created work for 150,000 people in part because AmeriSus homes have 98.6 % of their content produced by American workers.”

Whether it is structure, siding, HVAC, toilets, appliances, windows, carpeting and nearly everything else going into an AmeriSus home it is materials, products and even services that tell a “Made in America” story. While other builders might cut corners using Chinese dry wall or other imported items AmeriSus has worked hard to engineer the specification and procurement process so that its homes include so many of the great products that are being produced domestically.

“Every time we bring on a new supply partner for materials or components going into our homes we get a chance to learn about the factories and people involved and understand the true value that they contribute. We see a level of American pride that's probably stronger than ever before in spite of all the difficulty out there. All those people whether they are in R&D, manufacturing, QC, administration or sales are proud of the fact that their company hasn't banged up shop and gone overseas and in return they're making superb products that make our homes fantastic.”

