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Cheapness of modular construction 'makes eco-homes move viable'

The cheapness of modular construction is making owning an environmentally-friendly home more viable, it has been suggested.

An American company aiming to make its modular building materials as 'green' as possible is convinced that its products can help eco-conscious citizens cut their carbon footprints without breaking the bank.

The founders of the Go Green business, husband and wife team Brian and Cheryl Ash, claim that making use of modular building materials cuts the costs of constructing a home by close to five per cent, the Winchester Star reports.

Mr Ash said: "There is so much money out there to help the homeowner with green homes."

"People sometimes misunderstand green. They think you need a new house to go green. But reclamation is a lot of what green is," Ms Ash added.

A green paper launched by the British government last year outlined plans that would aim to ensure that newly-built homes in the UK are more environmentally-friendly than is currently the case.

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