

ZOOM - +

CLOSE-UP

FAVORITE 50

FAVORITE

The 50 most popular products of 2008.

TODAY, A COMPANY CAN TELL YOU, IN REAL TIME, HOW MANY VISITORS ITS WEBSITE IS ATTRACTING, how long they're staying, and how many pages they've clicked through. Unnerving, perhaps, but not surprising. It's easy to find out what you're interested in. Thanks to BUILDER's reader service bureau, In addition, for example, we have a very accurate picture of what products piqued your curiosity on the web.

And compiling lists such as the Favorite 50 reveals a lot about where the industry's collective interests lie. The popularity of tankless water heaters and in-floor radiant heat reflected the growing interest in energy efficiency and spoke to the indoor/outdoor living movement. This year, energy efficiency and sustainability were major themes of the list and other trends will emerge.—*Nigel F. Maynard*

- | | |
|---|---|
| 1. Progress Lighting: lighting | 7. Georgia-Pacific: precut wood joist |
| 2. JMX International Corp.: bamboo flooring | 7. Heat Transfer Products: solar water heater |
| 3. L.E. Johnson Hardware: sliding-door hardware | 9. ShowHouse by Moen: pot-filler faucet |
| 4. Bonsal American: concrete resurfacer | 10. California Faucets: shower drain |
| 4. Teragren: bamboo flooring | 10. Wellmade Floor Coverings: bamboo flooring |
| 6. Heat Transfer Products: evacuated-tube collector | |