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CANADA

PLUSPUU HOMES CANADA



MODERN SCANDINAVIAN LOG HOMES



# NOTE FROM JOEL DOHERTY



PRESIDENT & CEO OF PLUSPUU HOMES CANADA

Serial entrepreneur, Joel Doherty, stumbled across Pluspuu Homes in Dwell magazine. Joel recognized the growing demand in Canada for an aesthetically modern, quality log home product that includes new cutting-edge engineered log technology.

“Many industries have undergone significant disruption due to new technology advancement, enhanced client focus and superior white-glove service beyond previous expectations. Pluspuu in Canada strives to do the same, not only to make your dreams come true, but to offer you dreams you never even imagined.

A handwritten signature in black ink, appearing to be 'Joel Doherty', located at the bottom left of the page.

# TABLE OF CONTENTS

03

---

Note from  
Pluspuu Homes  
Founder

04

---

About us

05

---

Why Partner  
with Pluspuu?

06

---

Technology &  
Engineering

07

---

Sustainability &  
Green Building

08

---

Energy  
Efficiency of a  
Log Home

09

---

4 Steps to your  
Dream Home

10


---

Our Top 5  
Models

17

---

Where to  
Find Us

A photograph of a modern wooden log home with a glass railing, overlooking a forest and a lake. The building features clean lines and a minimalist design. The background is filled with tall, thin trees and a calm body of water.

“Pluspuu is all about Scandinavian style log homes. We stand for clear, straight-line design language, good functionality and versatile interiors. We are also experts in designing covered outdoor living spaces and terraces. We aim to follow the same principles as a bird building its nest - the nest is humble and unnoticable - you can barely see it, but you can see everywhere from it.”

-Markku Miettinen  
Founder of Pluspuu Homes

# ABOUT US



## THINK OF A LOG HOME. NOW, THINK AGAIN...

Pluspuu Homes offers an innovative and environmentally sustainable solution to home building. We aspire to transcend conventional notions of log homes by advancing our approach to ecologically designed, structural solutions. Pluspuu defines Scandinavian living principles with a clear, straight-lined design language and environmentally, quality conscious materials. Pluspuu's vertically integrated business model offers a truly custom, client focused experience; which helps to lower costs and take minimal time to design & construct a Pluspuu dream home

# WHY PARTNER WITH US?

## MANUFACTURING

/Valmistus/

### ACCURACY IN ENGINEERING

Our homes are precision cut during manufacturing, to allow for a seamless package delivery that does not require additional customization on-site. Our proprietary manufacturing process creates a non-settling wood engineered product which ensures zero chinking or twisting of the logs over time; resulting in no long term structural maintenance.

## ON-SITE SERVICES

/Palvelut Paikan Päällä/

### SIMPLISTIC CONSTRUCTION

Our homes are delivered direct to site in three kits to ensure a fast and efficient build process. Pluspuu Homes provides top-tier quality control, on-site general contracting and project management services from start to finish of your turnkey home. Clients also have the ability to customize services offered by Pluspuu, with the intention to offer support in the areas necessary and requested by the client.

## FINISHED HOME

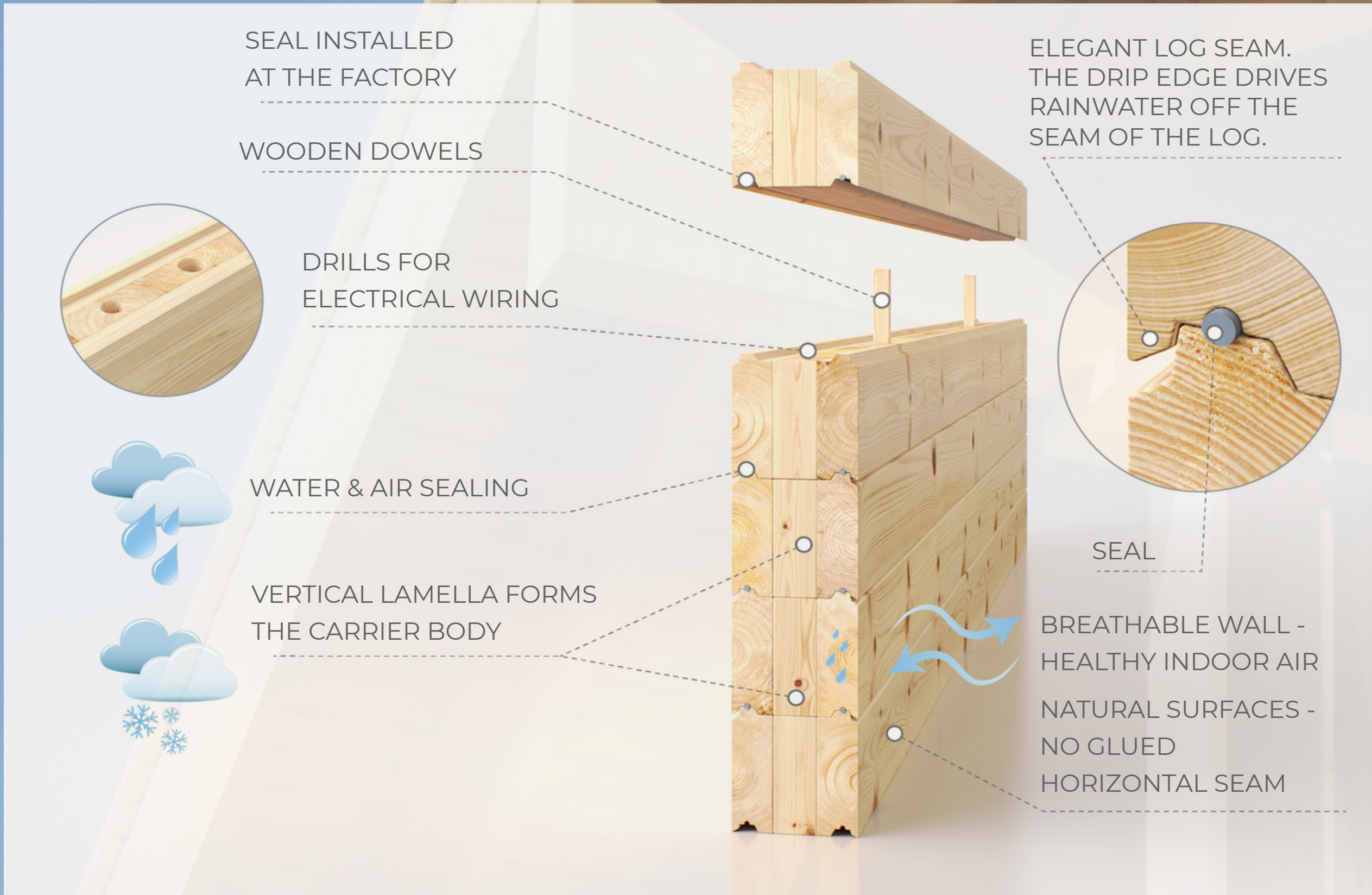
/Valmis Koti/

### SUSTAINABLE DESIGN

Pluspuu Log Homes are designed with the environmentally conscious consumer in mind. Our homes are designed and engineered for minimal impact on our environment. We are consistently working to advance our approach to sustainability, both in the development of our homes and within our preferred practices; by supporting businesses in the local communities we work within and finding opportunities to grow industry partnerships with businesses who mirror our approach to sustainability.

PLUSPUU HOMES

# TECHNOLOGY & ENGINEERING



# SUSTAINABILITY & GREEN BUILDING

## SUSTAINABILITY OF A LOG HOME

Modern log home technology is seen as one of today's latest housing trends in sustainability. In recent years, a greater awareness towards how we develop and construct our homes and communities created a surge in sustainable advancements in technology. One of the industries largest advancements in sustainable building technology is the approach to modern modular construction and the use of wood as a green building material.

## SUSTAINABLE **SPECIFICATIONS**

What makes a log home an environmentally-friendly building solution?

- Use of fundamentally renewable resources (timber)
- Less energy and labor are consumed processing the timber for log components between harvest and installation on site
- Logs are often shipped to construction sites within local distances of harvest locations, resulting in lower transportation energy-use than conventional framing lumber
- Log walls provide “surface as finish” saving material and labor costs since added layers of other building materials are not required
- Fewer fasteners are needed to erect a log-walled building, resulting in lower quantities of metals employed to complete the job (manufactured metals have high embodied energy)
- In the future, when log buildings are demolished there is a high potential for recycling logs (log homes would more likely be “deconstructed” for their valuable timbers)



# ENERGY EFFICIENCY OF A LOG HOME

## ENERGY EFFICIENCY & PERFORMANCE

The energy efficiency and performance of a log home is typically measured using thermal mass (density & ability to collect, store and release energy), rather than the R-value performance.

There have been numerous studies conducted to compare the energy efficiency between traditional framed homes and the performance of a log home. Studies have shown that log homes save more energy compared to an insulated frame building, even with a much higher R-value used within the framed approach.

The NIST (National Institute of Standards & Technology) study on energy performance concluded the energy savings of a log home are 45% higher for heating and 37% higher for cooling, compared to values reported on the insulated frame building.

## TECHNICAL SPECIFICATIONS

Why is the energy efficiency of a log home superior?

- Modern log homes save more energy compared to similarly well-insulated stick-framed homes
- Log homes act like "thermal batteries" and can store heat during the day and gradually release it at night
- Traditional log homes carry an average of 15-20% moisture content within the logs, this causes the logs to shrink overtime and creates gaps within the walls causing air leakage. Pluspuu Homes proprietary log engineering has the capability to manufacture our logs with a total moisture content of only 9%, which allows for no log shrinkage or shifting overtime, and in turn gives Pluspuu Homes a certified 0% airflow rating

# FOUR STEPS TO YOUR PLUSPUU DREAM HOME

# START DREAMING

## 1. **DISCOVERY**

Embark on a one-hour call with our client management team, where we delve into the vision for your dream home, your future plans, and the lifestyle you aspire to live.

## 2. **CONCEPT DESIGN**

Collaborate with our skilled building engineer to explore model designs and tailor-made preferences, ensuring the realization of your dream home. Enjoy the assurance of three complimentary design consultations with our expert engineer to fine-tune every detail to perfection.

## 3. **PRE-CONSTRUCTION**

Upon finalizing the design to your satisfaction, proceed to sign the agreement and submit your deposit. This phase encompasses crucial steps such as surveying, obtaining permits, municipal approvals, and expert interior design guidance.

## 4. **BUILD YOUR LOG HOME**

Enter the final stage where your dream becomes a tangible reality as our seasoned Pluspuu crews, employees, and expert team swing into action to construct your prefabricated log home.

Experience the thrill of seeing your vision take shape with meticulous attention to detail, innovative craftsmanship, and unwavering dedication.

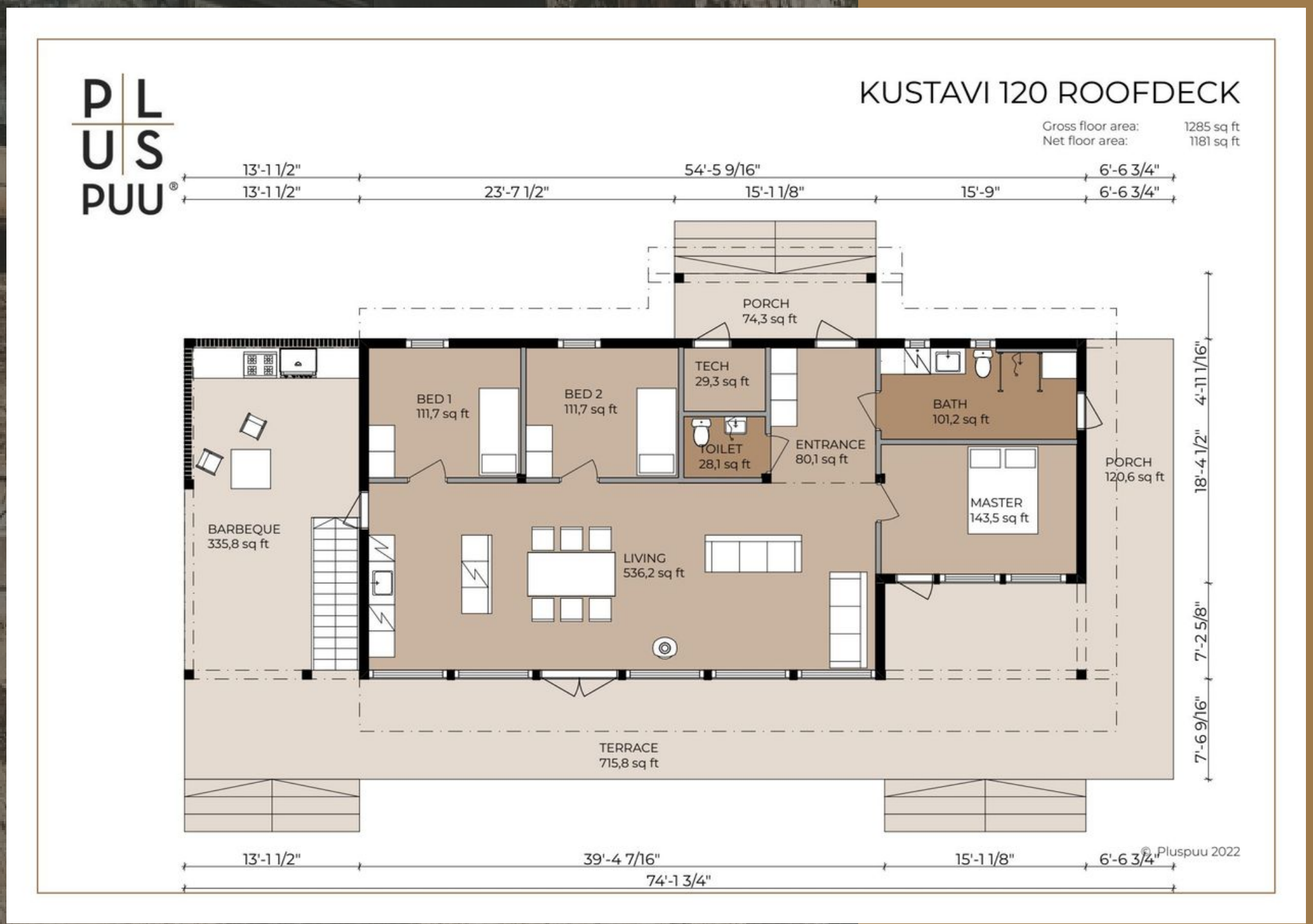
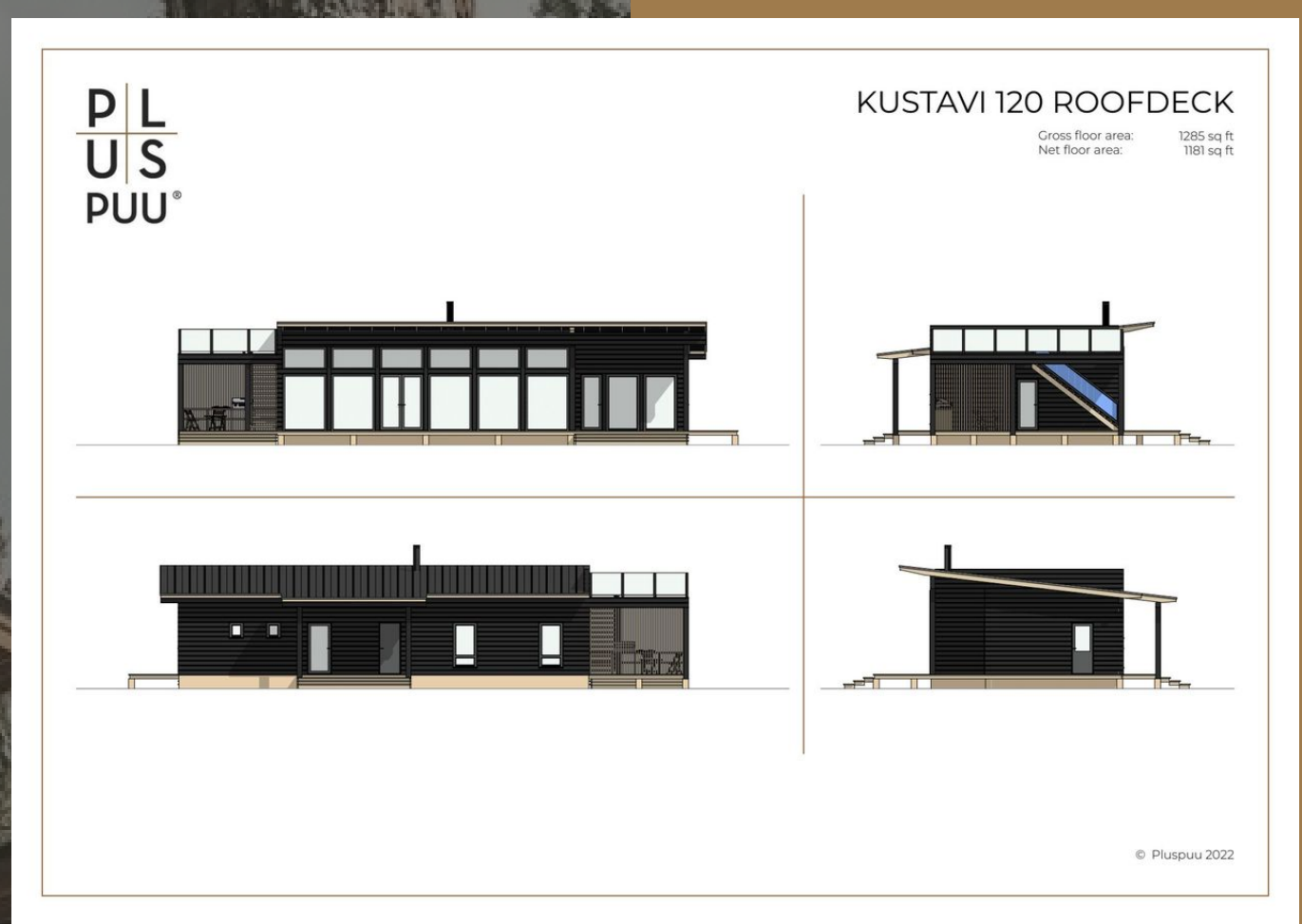


# OUR TOP 5 MODELS

## KUSTAVI 120 ROOF DECK

Gross Floor Area: 1285 SQ FT  
3 Bedrooms, 2 Bathrooms

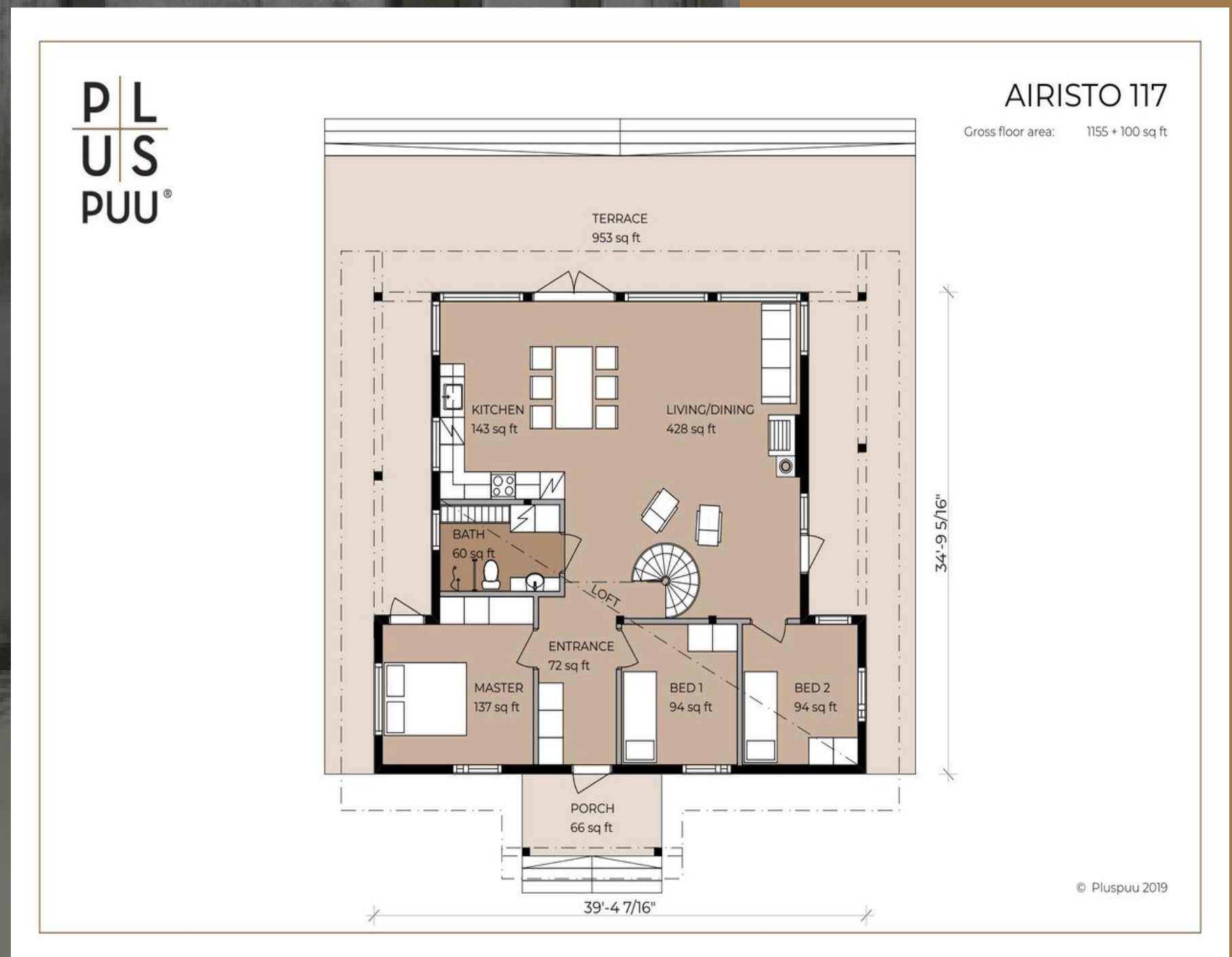
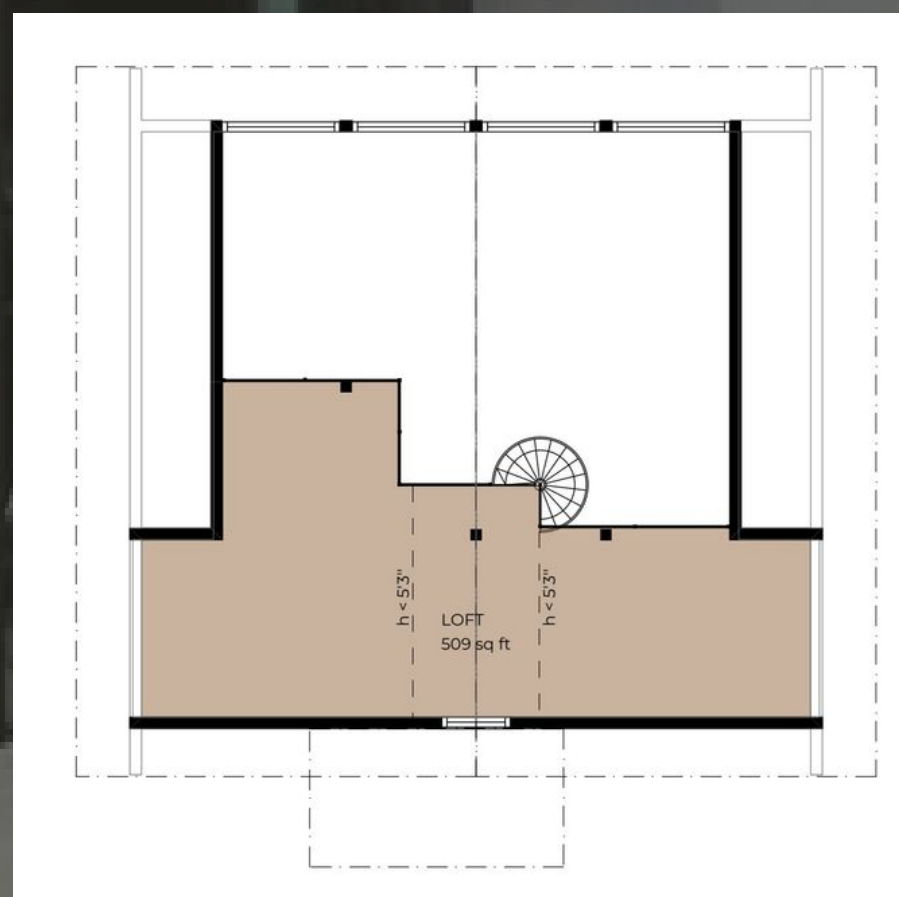
The modern Kustavi with a monopitch roof and high windows and ceilings is a real gem if you want to enjoy the scenery. The master bedroom features high panoramic windows or, alternatively, a sliding door. Two covered terraces give added functionality with direct access from the sauna to the terrace.



# AIRISTO 117

Gross Floor Area: 1255 SQ FT  
3 Bedrooms, 1 Bathroom

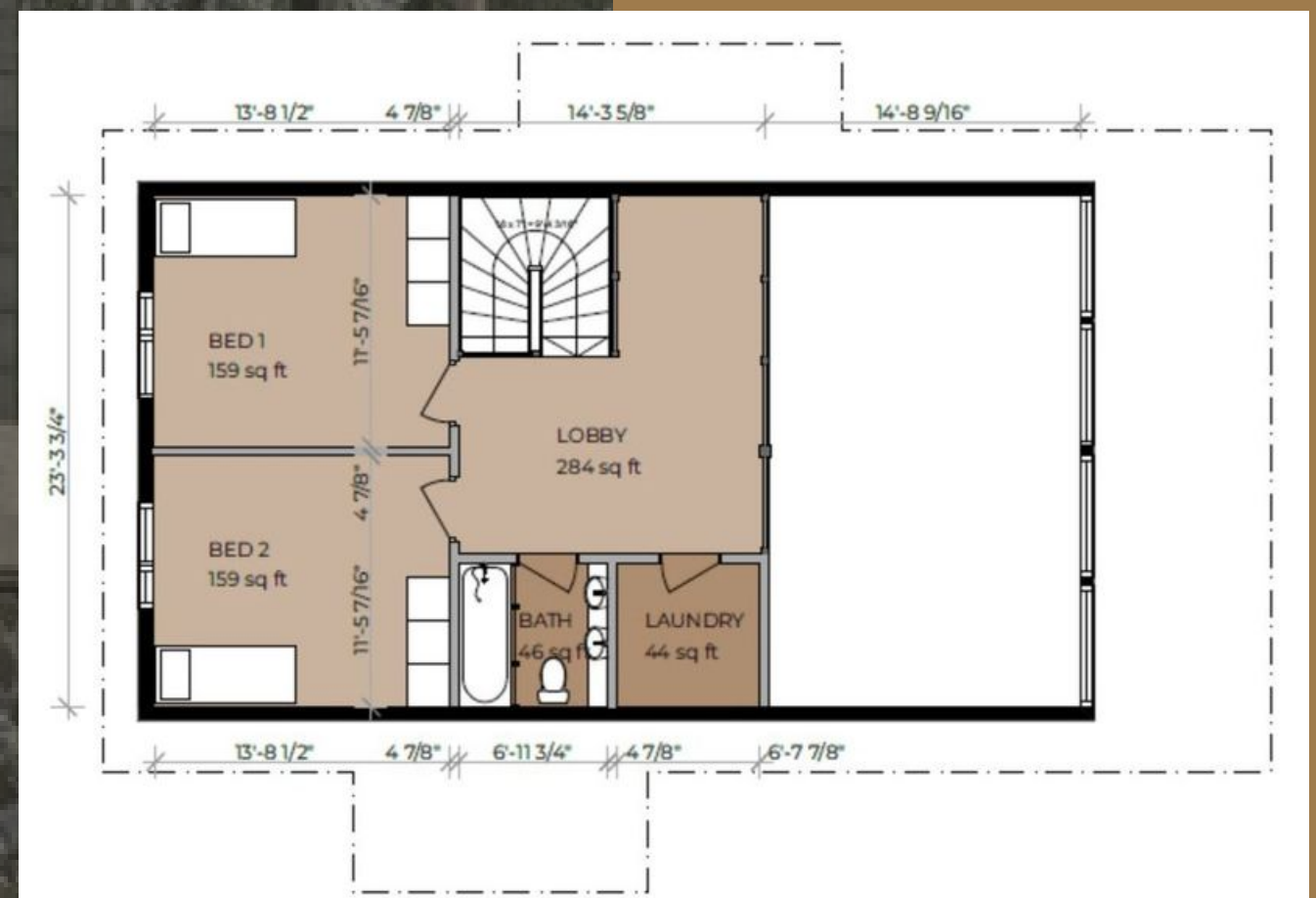
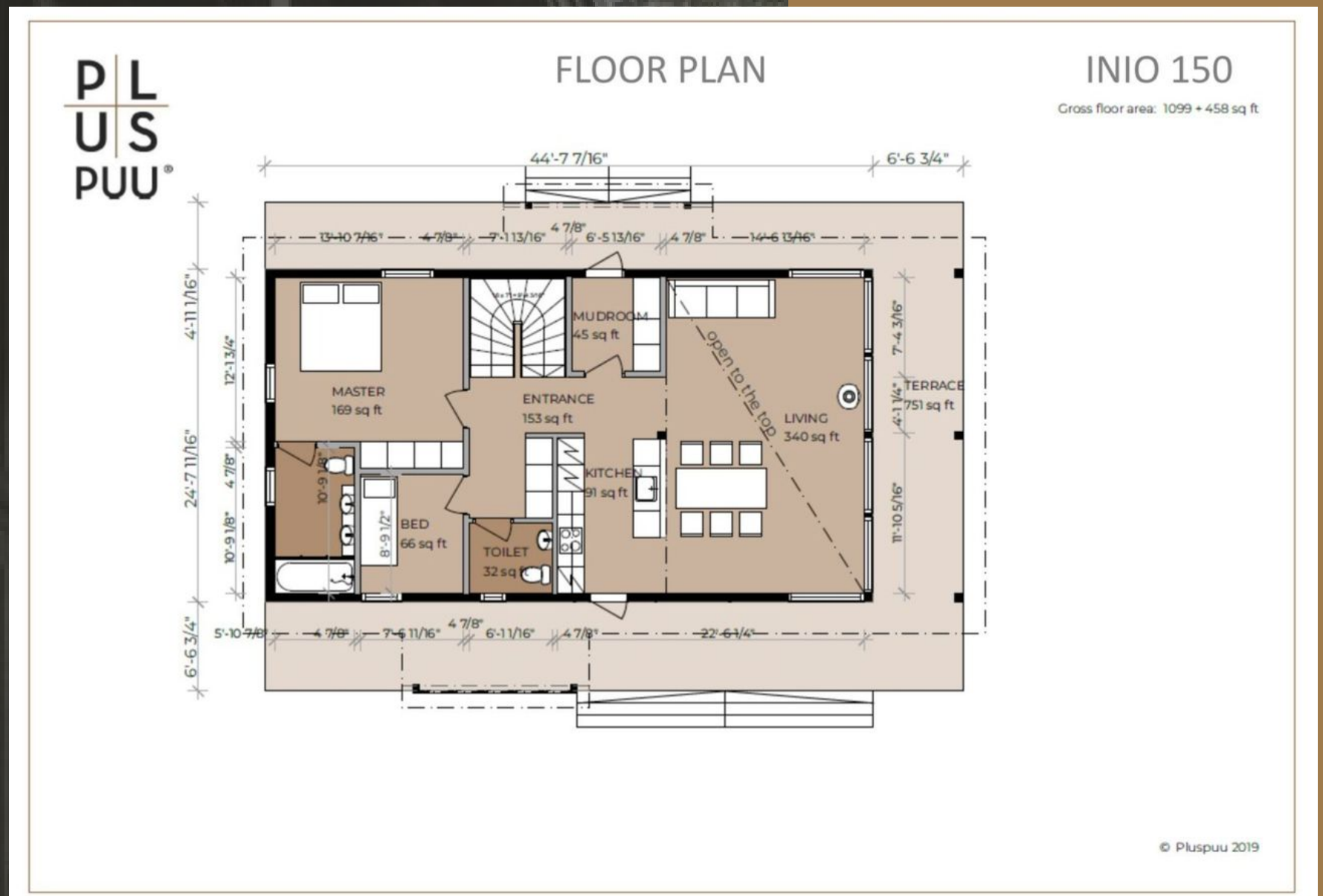
Airisto is an impressive and spacious chalet that offers splendid views of your outdoor surroundings with a large glass wall letting in huge amounts of natural light.



# INIÖ 150

Gross Floor Area: 1557 SQ FT  
4 Bedrooms, 3 Bathrooms

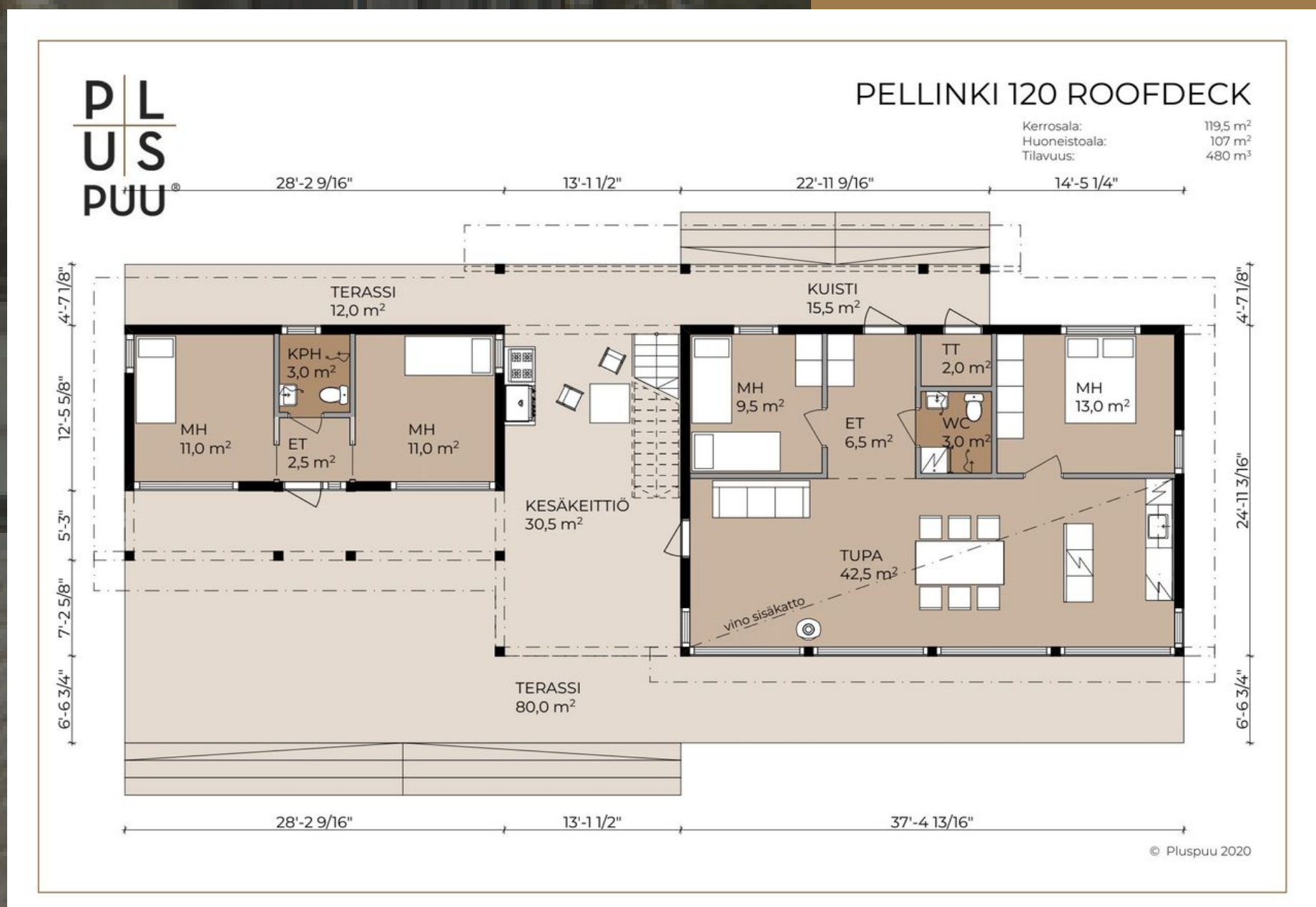
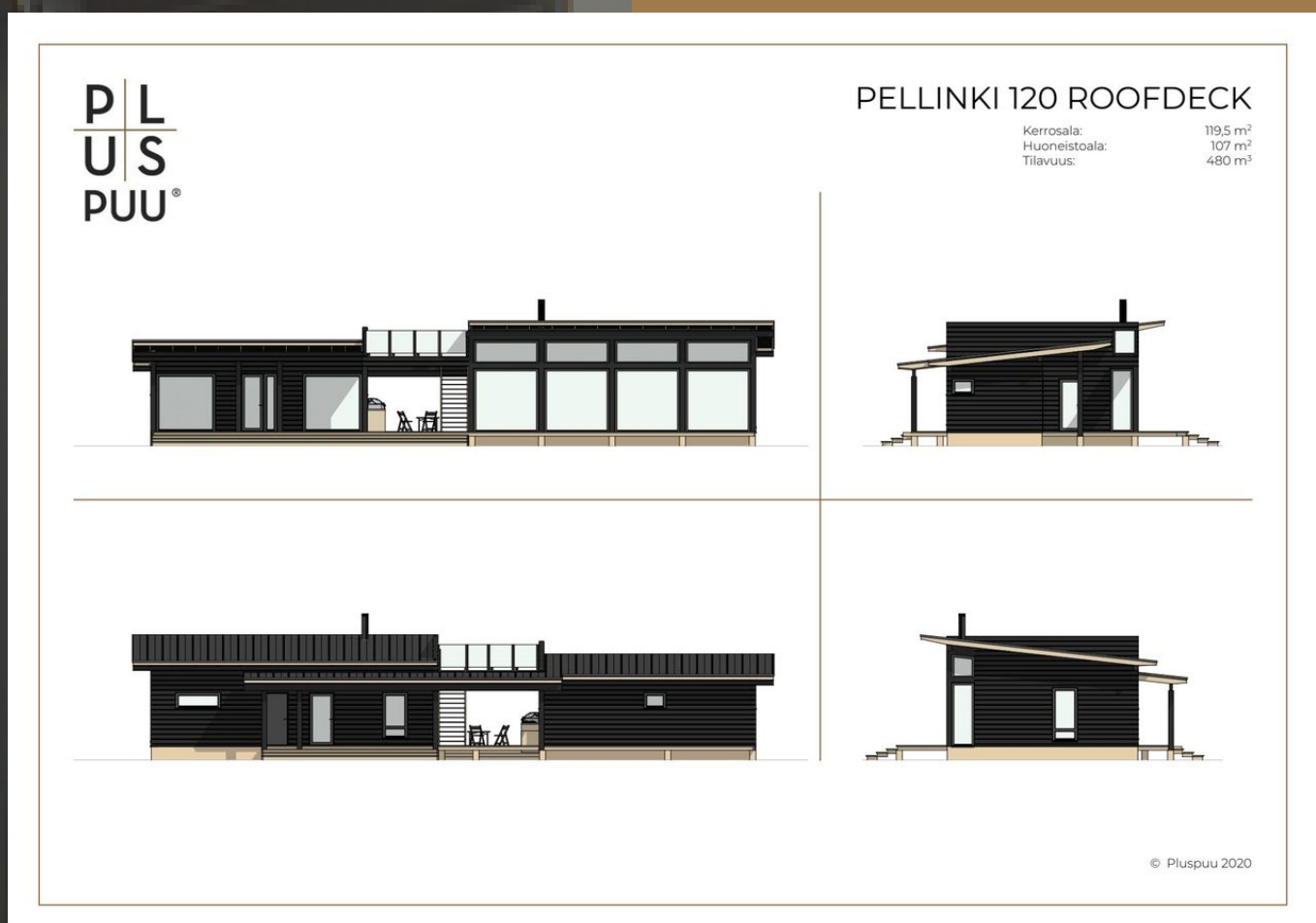
The Iniö is our most popular model. Large floor-to-ceiling windows in the living room and dining create a dramatic effect and offer a splendid view of nature with tons of natural light. The front glass walls are made using our advanced timber frame structure to provide structural integrity and support while the high-ceilinged terrace overhang gives the Iniö an imposing visual outlook.



# PELLINKI 120 ROOF DECK

Gross Floor Area: 1285 SQ FT  
4 Bedrooms, 2 Bathrooms

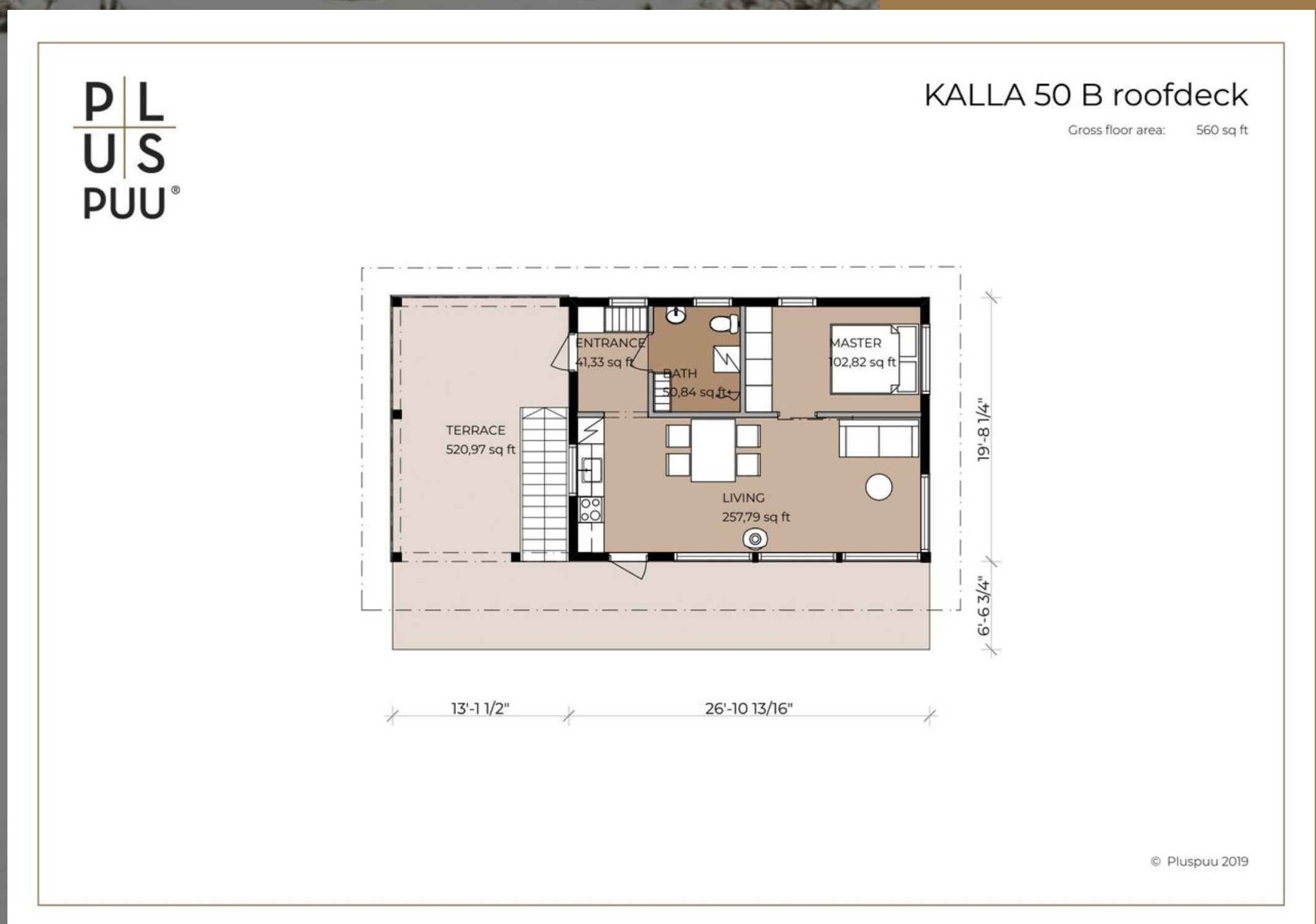
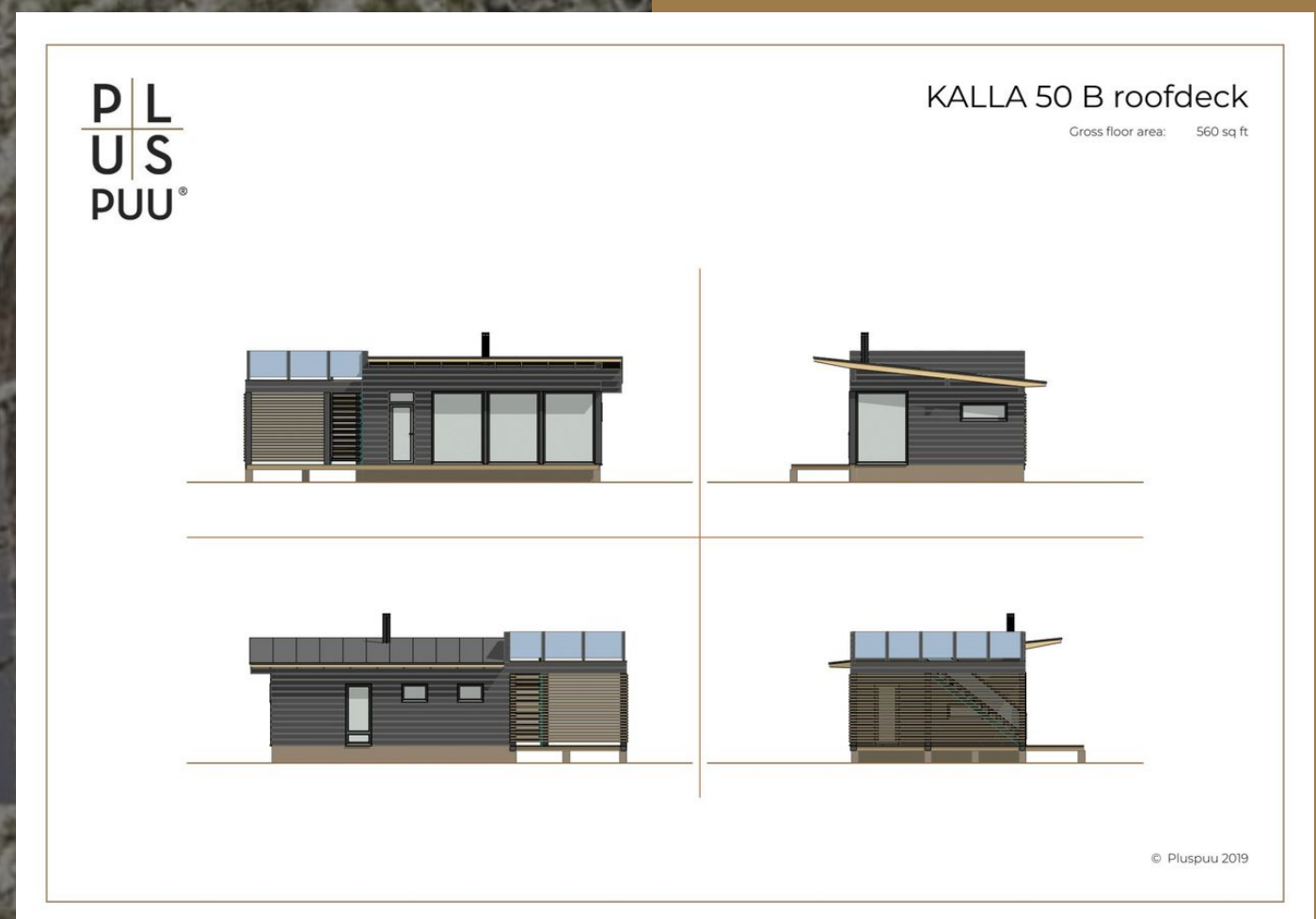
The elegant Pellinki has two buildings under one roof and a practical terrace space in between. The sauna and washrooms with changing rooms are placed in the smaller building. In the Pellinki 109 model, the sauna facilities have been replaced by bedrooms. The Pellinki Roofdeck is a magnificent two-part, pulpit-roofed landscape villa combined with a roof terrace. Under the roof terrace there is a convenient covered summer kitchen / lounge area. Floor-to-ceiling windows in the higher-than-normal living area bring the landscape and natural light into all the living spaces.



# KALLA 50B ROOF DECK

Gross Floor Area: 560 SQ FT  
1 Bedroom, 1 Bathroom

The Kalla is a small compact family cottage or bunkie with large floor-to-ceiling windows that brings ample natural light into the home's living areas. The covered end terrace also serves as a summer kitchen or a barbecue space. The Kalla is also available with a roofdeck.







VIEW OUR FULL MODEL  
COLLECTION ON OUR  
WEBSITE

—  
[WWW.PLUSPUUHOMES.CA](http://WWW.PLUSPUUHOMES.CA)

# WHERE TO FIND US

Follow us on social media or browse  
our Canadian Website to learn more!



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Planning a multi-unit build project?  
Contact us today at  
**[dreamscometrue@pluspuuhomes.ca](mailto:dreamscometrue@pluspuuhomes.ca)**  
to discuss partnering with us.

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