

FULLBACK[®]FC

SIDING INSULATION FOR FIBER CEMENT



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SIDING INSULATION

THE RIGHT WAY TO INSTALL NEW SIDING

Congratulations on your interest in having new fiber cement installed on your home! Siding is a great investment that can drastically improve your home's appearance while also increasing its value.

NEW SIDING IS A RENOVATION YOU MAY DO ONCE IN A LIFETIME

Selecting fiber cement with FullbackFC siding insulation ensures you will get the most from your new siding, including benefits not available with standard siding, including a premium appearance, improved durability, and energy savings.

THE MOST COST-EFFECTIVE TIME TO ADD INSULATION TO YOUR HOME'S EXTERIOR IS WHEN YOU RESIDE.

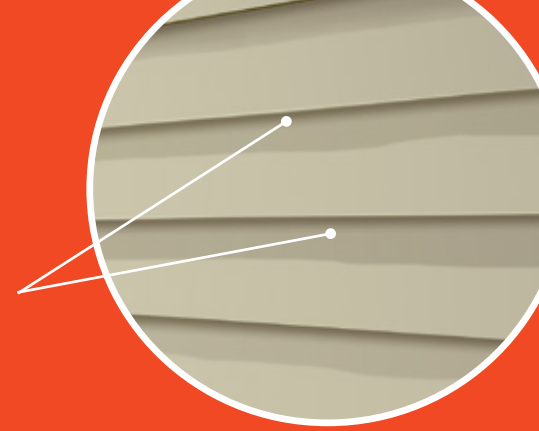
Don't miss your opportunity to do it right the first time, and enjoy the benefits for years to come.



GET THE BEST APPEARANCE FROM YOUR NEW SIDING WITH FULLBACK® FC

FULLBACK CAN SMOOTH OUT IRREGULARITIES IN THE WALL SURFACE

You would think solid-plank sidings could span dips and bumps on a wall better than they do. Depending on where you place the nails, the planks will follow the inconsistencies more often than not. Fullback®FC thick foam panels provide a consistent, stable base for installation, allowing siding planks to go up smooth and straight.



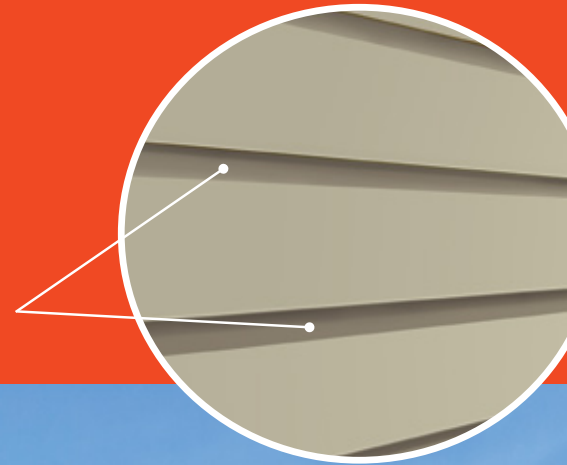
Without Fullback FC

- shadow lines thick and thin
- wall inconsistencies show through

Can you tell which siding job has Fullback FC behind it?

With Fullback FC

- consistent parallel siding lines
- hides wall inconsistencies



MAKE YOUR HOME MORE ENERGY EFFICIENT WITH FULLBACK[®]FC SIDING INSULATION!

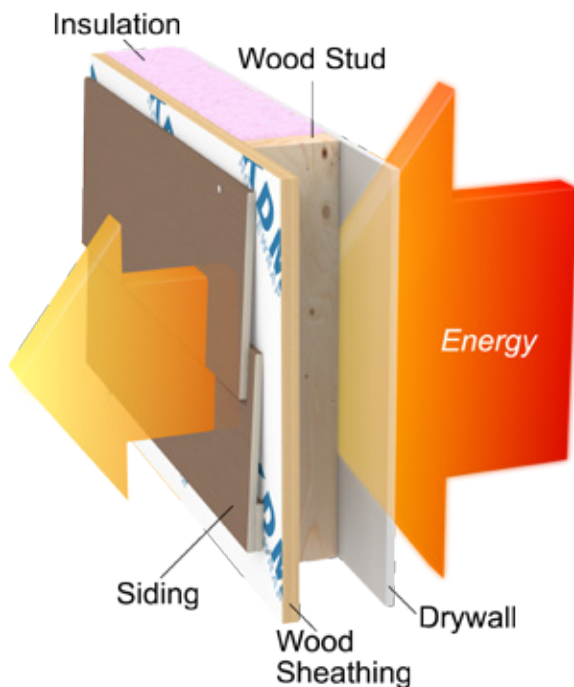
There may be an energy leak in your walls that is costing you money every day! The culprits are the wood studs in your walls: heat bypasses the insulation in your wall cavity and transfers through the studs, allowing energy to leak through your walls. This process is called thermal bridging.

Nearly 25% of your home's wall is made up of studs that typically are not insulated, so it's like having one entire wall of your home with no insulation.

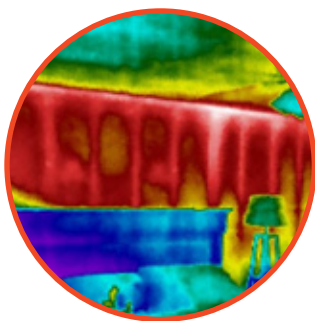
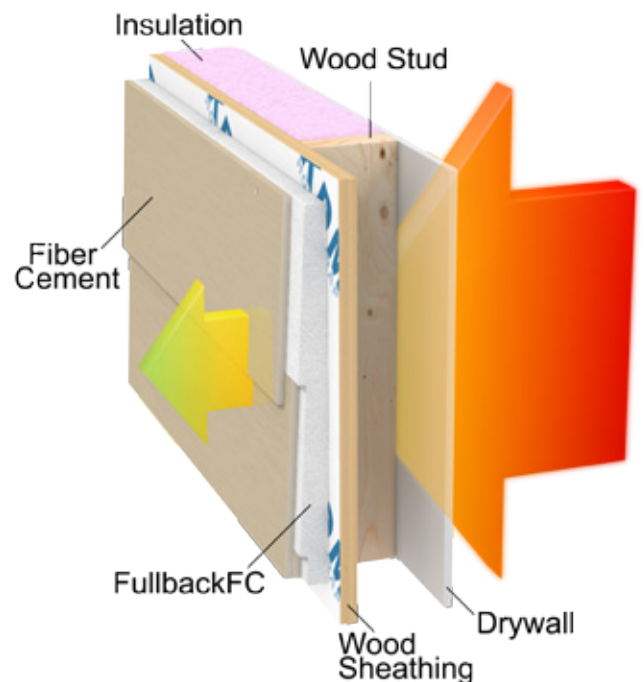
Adding insulation to your home's exterior under new siding can help your home meet U.S. Department of Energy (DOE) insulation recommendations, as well as state and local codes. The DOE says, "When new siding is to be installed, it's a good idea to consider adding insulation under new siding."*

- Adds R-3.4 to your wall system.
- Provides real energy savings by keeping heat where it belongs, inside in the winter, outside in the summer, and money in the bank all year!
- Recognized as a thermal bridge reducer in Energy Star for Homes Version 3.0.
- Reduces air infiltration.

BEFORE FULLBACK[®]FC

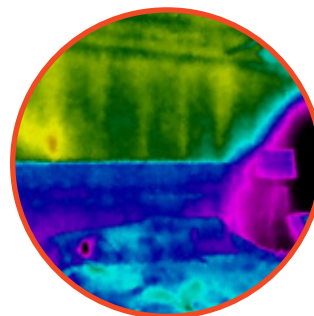


AFTER FULLBACK[®]FC



Before Insulation (Summer)

Thermal imaging from inside a home reveals where outdoor heat is infiltrating the air-conditioned interior. Bright red vertical lines reveal the location of wooden studs in the wall.



After Insulation (Summer)

Thermal imaging reveals that the wall is a significantly cooler green with the addition of insulation to the exterior.

*Source: Department of Energy and Oak Ridge National Laboratory, Insulation Fact Sheet 2008

*R-value is the recognized numerical measure of the ability of an insulation product to restrict the flow of heat and, therefore, to reduce energy costs. R-values may be expressed per unit of thickness (e.g., one inch) or for the total thickness of a particular insulation product or installation. The higher the R-value, the better the product's insulating ability. Visit <http://www.ftc.gov/os/1999/08/rvaluefr.htm> for full information regarding R-value.

BEAUTY AND ENERGY SAVINGS



Before (Winter)

Yellow stud lines and red at the top of the wall where cavity insulation has settled is revealed with thermal imaging.



After (Winter)

After FullbackFC, the wall has turned a cool blue & energy loss through studs and the top of the wall is no longer visible.



FULLBACK® FC SETS UP THE PERFECT INSTALLATION!

Fullback® FC siding insulation lines up every course of siding exactly—with a perfect ledge for each plank to stop up against for nailing. Fullback® FC can eliminate the guesswork, measuring and chalk lines required for the old way of installing fiber cement siding.



FULLBACK[®]FC WORKS TO PROTECT YOUR HOME, HEALTH, & COMFORT

As homeowners strive to better seal and insulate their homes, they may be causing issues like mold and mildew growth, which can generate serious health threats. The average family of four produces 4-6 gallons of water vapor a day in the home, and that moisture must be able to escape.

FullbackFC siding insulation is designed to shed water and allow the wall to dry completely with a permeability rating up to 5.0, reducing the chance for mold and mildew growth in the walls.

Additionally, FullbackFC is treated with PREVENTOL[®]TM EPS, a systemic insecticide which protects it from termites. The active ingredient is safe for homeowners and installers, and is commonly used as a topical treatment for pet flea and tick control at higher concentrations.

ENJOY A MORE COMFORTABLE HOME

Not only can you reduce your utility bills by wrapping your home in an energy-saving blanket of insulation, you can enjoy more consistent indoor temperatures from room to room. In addition, a thick layer of FullbackFC insulation can also dampen exterior sounds, making your indoor home environment more quiet and comfortable.



IT'S ALL SUPPORTED BY A STRAIGHT-FORWARD LIFETIME LIMITED WARRANTY

Our warranty stands on top of the siding manufacturer's warranty, giving you an extra layer of protection. It is a down-to-earth demonstration of the confidence we have in our product, and what we will do to make it right in the unlikely event that something would ever go wrong.

